

30

VISUAL GUIDELINES

30TH ANNIVERSARY OF THE SINGLE MARKET

version 04
March 2023

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INTRODUCTION

OVERVIEW

This visual identity has been created to mark the 30th Anniversary of the Single Market and is to be used throughout the year 2023.

To ensure consistency across all communication assets these guidelines were created for those within the European Commission as well as other Member State organisations and institutions.

In the following pages, you will find precise rules and guidelines describing various visual element specificities, visual languages, layout systems and communication asset examples.

CONTEXT

In 2023, we celebrate 30 years of the EU Single Market. The Single Market is one of the most outstanding achievements of European integration. It has brought countless benefits to EU citizens and businesses.

Taking this into account, it became clear that creating a bold visual identity was essential.

CONTEXT

INSPIRED DESIGN CHARACTERISTICS

The Single Market can be described as singular, integrated, and robust. These characteristics are highlighted using bold, visual, consistent graphic elements, which are explained in more detail below:

30 YEAR DIALOGUE

The Single Market was initiated 30 years ago with an open dialogue between European countries. To symbolise this, two key visuals have been combined. The number '30' for 30 years and a speech bubble to represent this open dialogue. These combined form the visual element which becomes the base on which this visual identity has been developed.

THE SINGLE MARKET

The Single Market is one of the most outstanding achievements of European integration. It has brought countless benefits to EU citizens and businesses. To symbolise this and the complex European market, a pattern has been created by duplicating and rotating the above-mentioned visual element.

STRONGER TOGETHER

The Single Market continues to be the driving force in helping Europe address new challenges in a changing world, for example, COVID and, more recently, the energy crisis - showing that we can respond to the crucial needs of European citizens and businesses.

- The Single Market also plays a crucial role in finding new solutions for tackling climate change and ensuring clean energy sources for the future while developing new digital solutions to make this happen.
- A strong Single Market also helps Europe prevent dependencies on third countries and ensure our so-called strategic autonomy.
- All these values reflect the visual identity built on a solid colour pallet with vibrant blue and yellow symbols of the EU, and a green symbolizing care and changes that need to be done together for the future generation.



30



CONTEXT

STONE OF VOICE PRINCIPLES

TONALITY PRINCIPLES

People and business-centric

Informative tone of voice, highlighting numbers and facts

Credible, practical, concrete

Fresh, bold, direct, energetic

Dialogue

CONTENT DESIGN PRINCIPLES

Digital and mobile-first

Celebratory, attention-grabbing

Short and to the point

Modern, vibrant

Strong campaign identity

VISUAL ELEMENTS

VISUAL ELEMENTS OVERVIEW

VISUAL ELEMENTS OVERVIEW

MANDATORY AND OPTIONAL VISUAL ELEMENTS

This visual identity has been created for two visual languages;

1. Communicating as the **European Commission**
(European Commission logo + typography Ec Square Sans Cond Pro)
2. Communicating as **Member state's organisations and institutions or other partner organisations** (European emblem and typography Roboto Condensed).

It is important to select a single visual language as each one has specific visual elements with corresponding rules. These should not be combined on any communication materials.

Each visual language has its own set of mandatory visual elements informing the layout system. Two optional visual elements can also be used across either visual language. All of these are listed below and described in further detail on the following pages:

Mandatory visual elements when using the European Union emblem:

- Font: Roboto Condensed
- Pattern
- Layout system
- Hashtag
- Colours

Optional visual elements

- Speech bubble
- Imagery

Mandatory visual elements when using European Commission logo:

- Font: Ec Square Sans Cond Pro
- Pattern
- Layout system
- Hashtag
- Colours

Optional visual elements

- Speech bubble
- Imagery






VISUAL ELEMENTS OVERVIEW

MANDATORY AND OPTIONAL VISUAL ELEMENTS

The following outlines the mandatory and optional visual elements for both European Union (EU) and (EC) European Commission visual languages.

PLEASE NOTE: Throughout the rest of these guidelines, European Commission will be abbreviated as EC and European Union as EU.

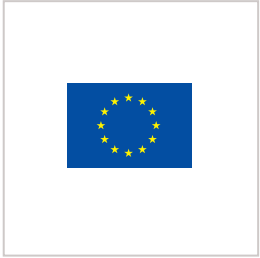


THE EC LOGO

**EC Square Sans
Cond Pro**

TYPOGRAPHY TO USE WITH
THE EC LOGO

OR



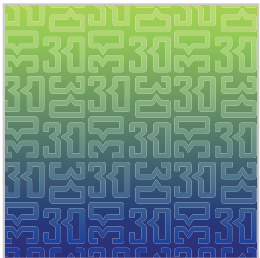
THE EU EMBLEM

**ROBOTO
CONDENSED**

TYPOGRAPHY TO USE
WITH EU EMBLEM

MANDATORY

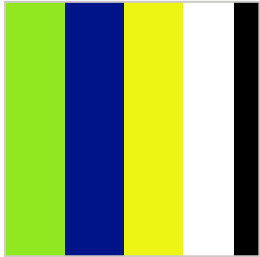
+



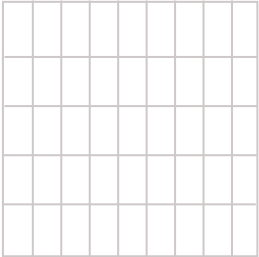
PATTERN

#SingleMarket30

HASHTAG




COLOURS



LAYOUT SYSTEM

MANDATORY

+



IMAGERY



SPEECH BUBBLE

OPTIONAL

THE EU EMBLEM

To be used when communicating as the European Union.

The EU emblem should always be present for people to recognise the campaign immediately.



THE EU EMBLEM

DESCRIPTION

The colours of the EU emblem are Pantone Reflex Blue, which is used for the surface of the rectangle and Pantone Yellow, which is used for the the stars.

The international Pantone range is widely available and easily accessible, even for non-professionals. More information <https://publications.europa.eu/code/en/en-5000100.htm>



EUROPEAN UNION BLUE

R0 G51 B153
003399

C100 M80 Y0 K0

PANTONE REFLEX BLUE

EUROPEAN UNION YELLOW

R255 G204 B0
FFCC00

C0 M0 Y100 K0

PANTONE YELLOW



THE EU EMBLEM

SIZE OF THE EU EMBLEM

Portrait format:

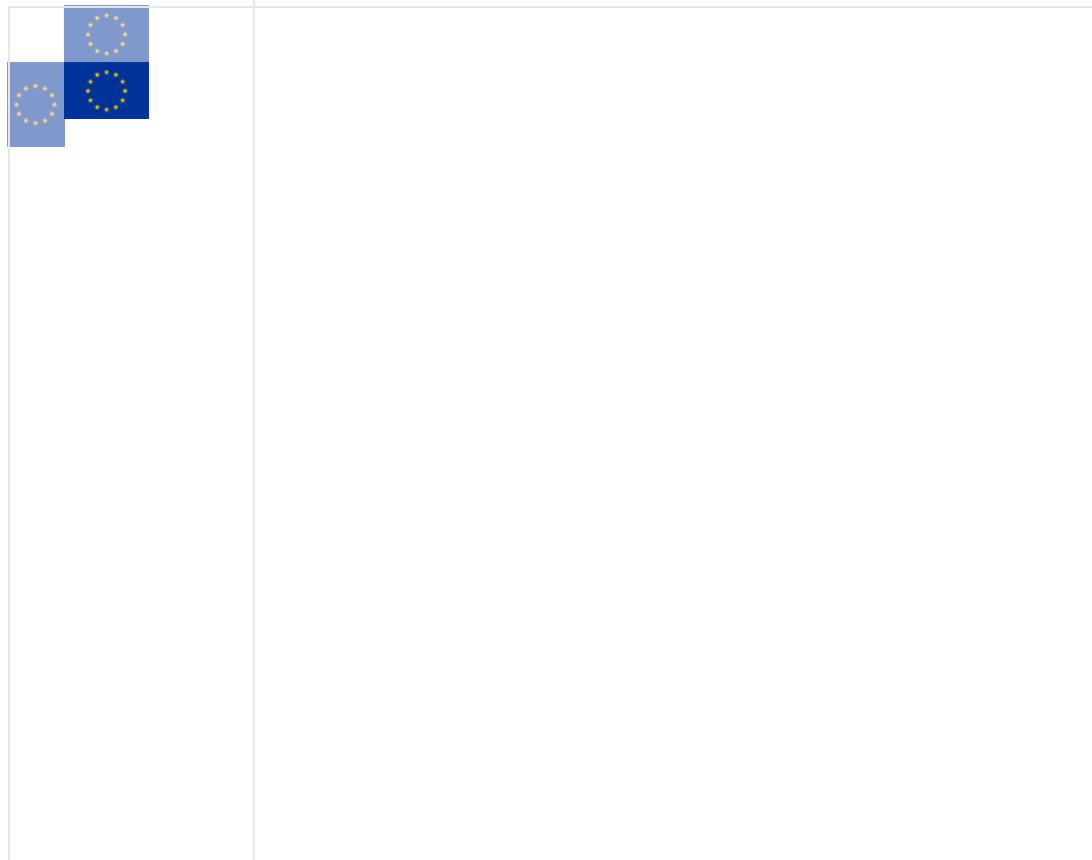
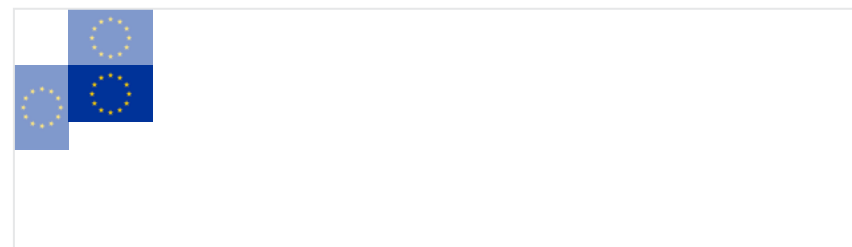
The width of the EU emblem is equal to 10% of the width of the document.

Landscape format:

The width of the EU emblem is equal to 10% of the height of the document.

The minimum size of the EU emblem is 10mm.

Please note, for digital materials that have a narrow format you can use the landscape or portrait rule to ensure the logo is legible.





THE EU EMBLEM

POSITION AND PROTECTION AREA

The EU emblem is unalterable and indissociable in all its component elements.

For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", without any intersection of other visual elements (text, image, drawing, figure...).

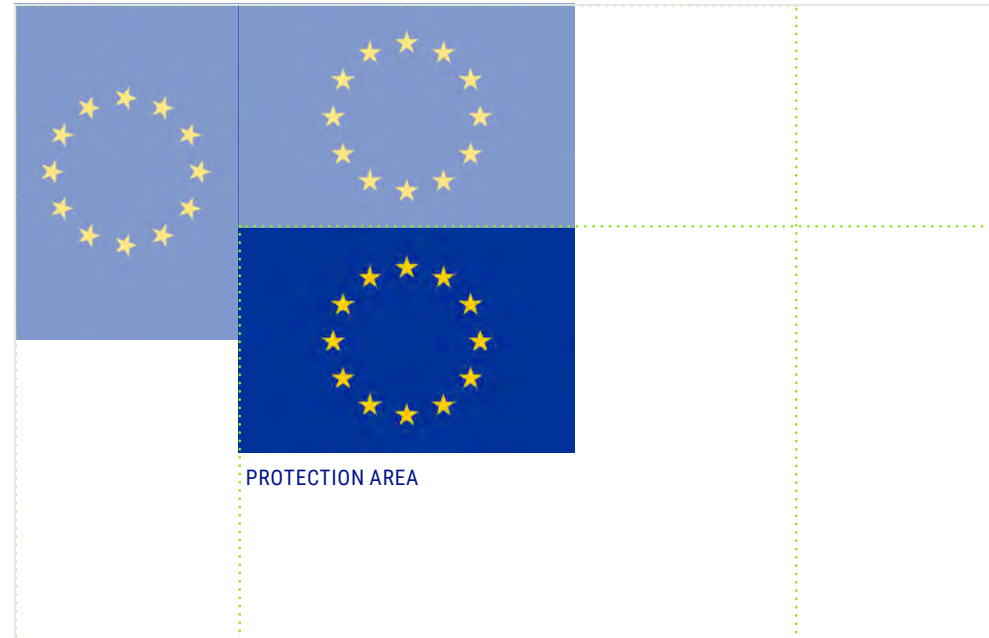
This protection area is determined by measuring the height of the EU emblem surrounding each edge of the EU emblem.

This size is also used as the margin for all edges of the material.

The position of the emblem needs to be in the top left or right corner at all times.



PROTECTION AREA OF LOGO:
NO IMAGES OR TYPOGRAPHY
ALLOWED WITHIN THESE LIMITS.





THE EU EMBLEM

DON'TS



Do not modify the proportions



**Lorem ipsum dolor
amet consectetur**

Do not place text next to it



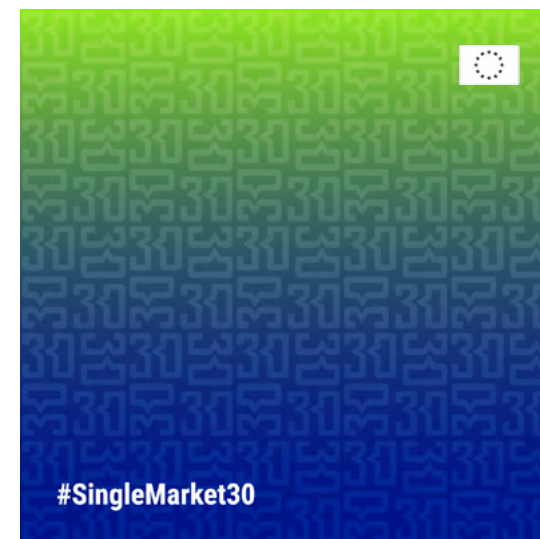
Do not add other graphic elements next to it without respecting the protection area.



Do not modify the colours



Do not combine with the EC logo



Do not use alternate colour versions

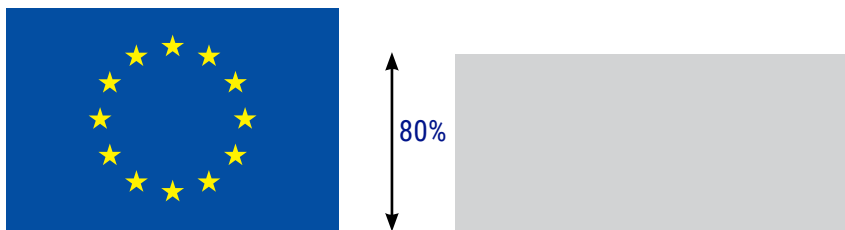


THE EU EMBLEM

CO-BRANDING: ORGANISATION IN EQUAL PARTNERSHIP

When partner logos are added, a white border is created at the bottom of the visual. This space is equal to 2x the height of the EU emblem.

The height of a partner logo cannot exceed 80% of the height of the EU emblem.

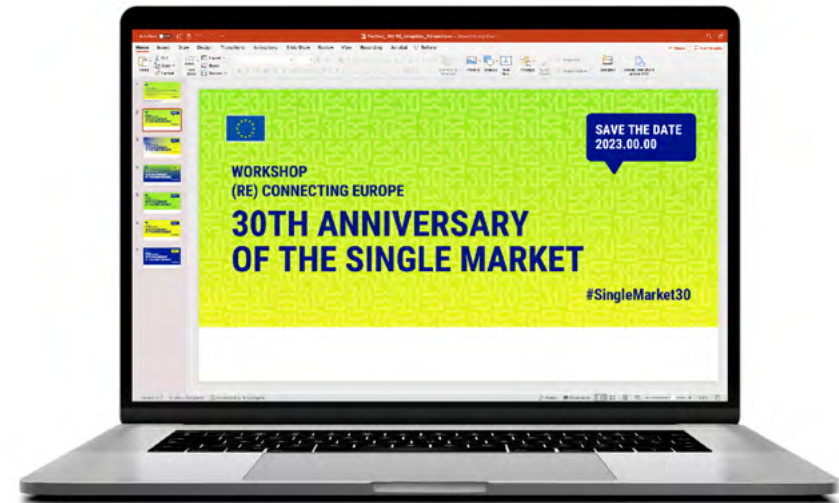




THE EU EMBLEM

CO-BRANDING: ORGANISATION IN EQUAL PARTNERSHIP

The following show example visuals that can be used for Twitter posts.
These source files are all available in AI. format, as well as PowerPoint.



THE EC LOGO

To be used when communicating as the European Commission.

The EC logo should always be present for people to recognise the campaign immediately.

THE EC LOGO

DESCRIPTION

In this identity, only two variations of the European Commission's logo are used: Standard, horizontal. Both exist in all 24 official EU languages and are to be used accordingly with native language content.

Each logo variation exists in six colour ways (positive CMYK, negative CMYK, Reflex Blue, black and white), all of which are available in six formats (ai, eps, jpg, png, tiff, and pdf).*

For print material, the standard version is used. Depending on the materials, different colour versions of the logo are permitted. See chapter, Applications. [For more infos: page 83](#)

For digital media, the first choice of the logo should always be a full-colour horizontal version on a white background.

All correct logo variations are provided in SM 30 templates. They can also be downloaded on the EC Visual Identity Page: http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

The European Commission has precise rules on the implementation of these logos, all of which have been taken into account within this visual identity. For a more detailed explanation on the EC logo, see "visual identity manual 2017," available on https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en



STANDARD VERSION USED FOR PRINT MATERIALS



HORIZONTAL VERSION USED FOR SOCIAL MEDIA ELEMENTS

* From European Commission Style Guide manual 2017 - page 12

EUROPEAN UNION BLUE

EUROPEAN UNION YELLOW

FOR PRINT		FOR DIGITAL	
R0 G68 B148 # 004494		R255 G204 B0 # FFCC00	
C100 M80 Y0 K0	PANTONE REFLEX BLUE	C0 M0 Y100 K0	PANTONE YELLOW
R197 G198 B200 # C5C6C8		R100 G101 B103 # 646567	
C0 M0 Y0 K30	PANTONE COOL GRAY 5 C	C0 M0 Y0 K75	PANTONE COOL GRAY 10 C



THE EC LOGO

SIZE OF THE EUROPEAN COMMISSION LOGO

Portrait format:

The width of the EC logo should amount to at least 20% of the width of the document.

Landscape format:

The width of the EC logo should amount to at least 20% of the height of the document.

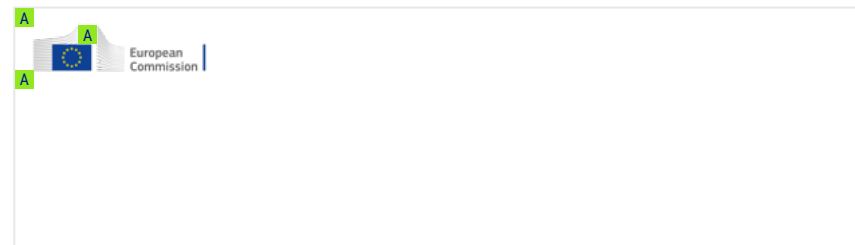
The minimum size of the EC logo is 10mm.

Please note, for digital materials that have a more narrow format you can use the landscape or portrait rule to ensure the logo is legible.

A



1 2 3 4 5



1



2



3



4



5



THE EC LOGO

WHITE MARGINS AND POSITION

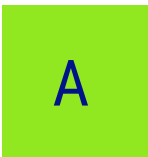
The EC logo is unalterable and indissociable in all its component elements.

For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, without any intersection of other visual elements (text, image, drawing, figure...).

This protection area is equal to A as shown in the visual.

This size is also used as the margin for all edges of the material.

The position of the EC logo needs to be in the top left or right corner at all times.



PROTECTION AREA OF LOGO:
NO IMAGES OR TYPOGRAPHY
ALLOWED WITHIN THESE LIMITS.



* Additional info European Commission Style Guide manual 2017 - page 19



THE EC LOGO

DO'S AND DON'TS

The EC logo will be provided in all versions and formats. Modifying the logo in any way is strictly prohibited.

Please take note of what is prohibited, as shown in the following examples:



DO NOT USE INCORRECT LOGO VERSION



ALWAYS USE FULL-COLOUR LOGO VERSION ON WHITE BACKGROUND



ALWAYS USE FULL-COLOUR LOGO VERSION ON WHITE BACKGROUND, WITH EXCEPTION OF SPECIAL PRINT MATERIALS



USE ALWAYS FULL-COLOUR LOGO VERSION ON WHITE BACKGROUND

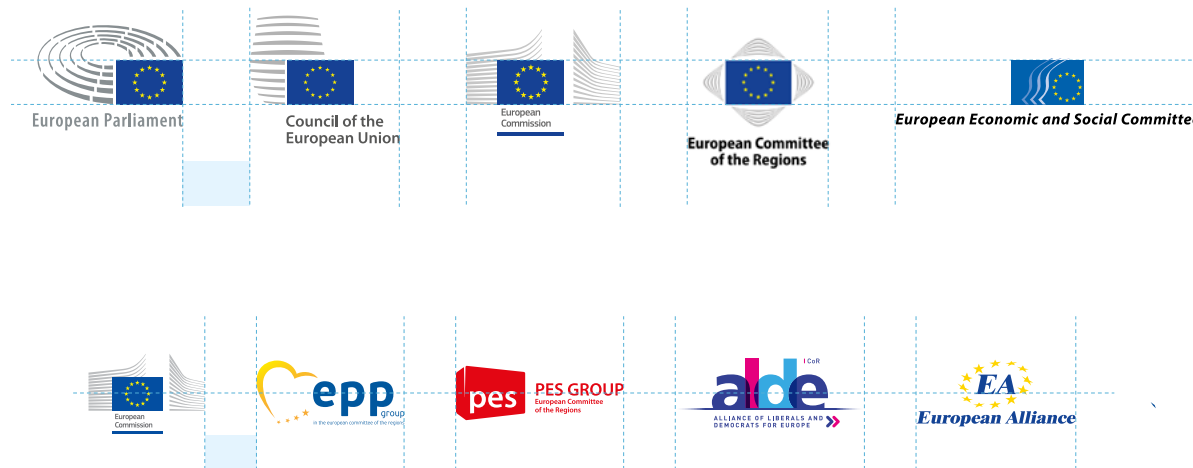


THE EC LOGO

CO-BRANDING: ORGANISATION IN EQUAL PARTNERSHIP

For co-branding with logos of other European institutions, always align additional logos with the top of the EU emblem within the Commission logo. This ensures an equal and balanced visual weight.

For co-branding with external organisations' logos, make sure all logos have equal and balanced visual weight and align them with each other horizontally.



* From European Commission Style Guide manual 2017 - page 194



THE EC LOGO

CO-BRANDING: EXAMPLES

In the case of co-branded publications, you do not have to follow the visual identity guidelines nor do you need to place the Commission logo at the top in the centre.

However, always ensure the Commission logo has the same visual weight as the other logos, it can be placed in any part of the co-branding area aligned with the others logos.



* From European Commission Style Guide manual 2017 - page 195

THE EC LOGO

CO-BRANDING: INSERTING AUTHORISED LOGOS

Some logos of EU services remain in use as authorised by the Secretary-General and the Director-General of DG Communication. These authorised logos can be integrated at the bottom of the cover page, aligned on the right side of the footer box.*



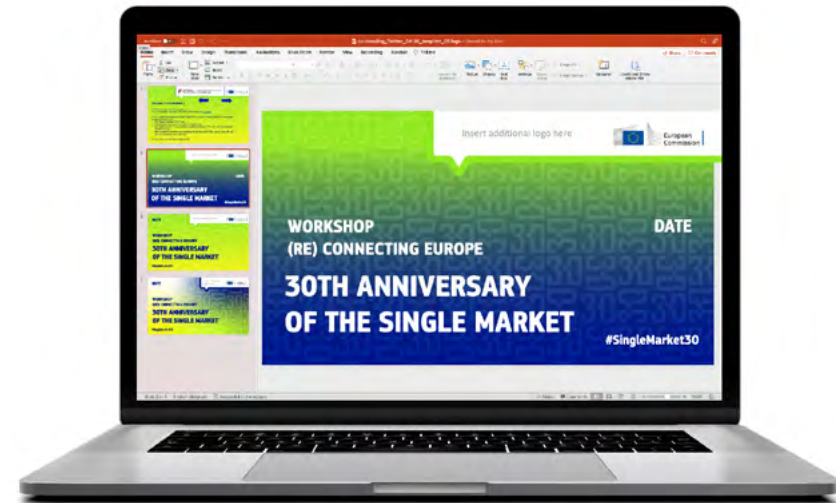
* From European Commission Style Guide manual 2017 - page 196



THE EC LOGO

CO-BRANDING: INSERTING AUTHORISED LOGOS

The following show example visuals that can be used for Twitter posts. These source files are all available in AI. format, as well as PowerPoint.



TYPOGRAPHY TO USE WITH THE EU EMBLEM



TYPOGRAPHY TO USE WITH THE EU EMBLEM

ROBOTO CONDENSED

When using the EU Emblem, all materials use the font
ROBOTO CONDENSED.

It is available in six weights:
light, regular, bold, light italic, regular italic, and bold italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY TO USE WITH THE EU EMBLEM

DESCRIPTION

Roboto Condensed is available in all 24 official EU languages.

Each language contains various characters. Therefore certain flexibility for adjusting text sizes is maintained, to avoid posing difficulties in specific languages.

BELOW ARE TWO EXAMPLES OF HEADLINES THAT CAN BE USED, PROVIDED IN ALL TWENTY-FOUR OFFICIAL EU LANGUAGES.

EN	30th anniversary of the Single Market
BG	30-а годишнина на единния пазар
CS	30. výročí vzniku jednotného trhu
DA	Det indre marked fylder 30 år
DE	30 Jahre Binnenmarkt
EL	30ή επέτειος της ενιαίας αγοράς
ES	Trigésimo aniversario del mercado único
ET	Ühtse turu 30. aastapäev
FI	EU:n sisämarkkinat täyttävät 30 vuotta
FR	30e anniversaire du marché unique
GA	Comóradh 30 bliain an Mhargaidh Aonair
HR	30. obljetnica jedinstvenog tržišta
HU	Az egységes piac fennállásának 30. évfordulója
IT	30° anniversario del mercato unico
LT	Bendrajai rinkai – 30 metų
LV	Vienotā tirgus 30. Gadadiena
MT	t-30 anniversarju tas-Suq Uniku
NL	30e verjaardag van de interne markt
PL	30. rocznica utworzenia jednolitego rynku
PT	30.º aniversário do Mercado Único
RO	A 30-a aniversare a pieței unice
SK	30. výročí vzniku jednotného trhu
SL	30. obletnica enotnega trga
SV	EU:s inre marknad fyller 30 år

However, it is important to maintain the scaling rule for text, leading, tracking, and kerning.

These rules are detailed on the following page and should be applied consistently throughout all materials.

EN	30 years of the Single Market
BG	30 години единен пазар
CS	30 let jednotného trhu
DA	30 år med det indre marked
DE	30 Jahre Binnenmarkt
EL	30 χρόνια Ενιαίας Αγοράς
ES	30 años del mercado único
ET	30 aastat ühtset turgu
FI	30 vuotta EU:n sisämarkkinoita
FR	Le marché unique a 30 ans
GA	An Margadh Aonair ar an bhfód le 30 bliain
HR	30 godina jedinstvenog tržišta
HU	30 éves az egységes piac
IT	30 anni di mercato unico
LT	30 bendrosios rinkos metų
LV	ES vienotā tirgus 30 gadi
MT	30 sena tas-Suq Uniku
NL	30 jaar interne markt
PL	30 lat jednolitego rynku
PT	30 anos de Mercado Único
RO	30 de ani de piață unică
SK	30 rokov jednotného trhu
SL	30 let enotnega trga
SV	30 år med EU:s inre marknad

TYPOGRAPHY TO USE WITH THE EU EMBLEM

SIZE SYSTEM AND RULES

The size, position, and placement of text play an important role in constructing communication materials. The use of specific size scaling for hierarchical information provides a distinctive visual effect on the overall composition. It can be achieved very easily using the following method:

1.6 is the Golden ratio. This is the reference figure used to divide or multiply the size of the text to achieve the correct contrast between the headline, and the subtitle if there is one.

Make sure you do not divide the size of the text by 3.2 (2 x 1.6) as you will not get the same result when dividing the first time by 1.6 and then dividing it again by 1.6. *

After dividing twice using the Golden ratio (1.6), make sure you round up or down to the nearest unit or half unit, i.e. if your result is 11.7 points, round it down to 11.5 points, if it is 5.4 points make it 5.5 points, 10.3 points becomes 10.5 points, etc. This method also applies to millimetres and centimetres.

You can use the automatic online font-size calculator from the page <https://type-scale.com/>

BELOW IS AN EXAMPLE OF THE HEADING WITH GOLDEN RATIO DIVISION

WORD

HEADING 1 (75PTS)

DIVIDED BY 1.6*=-

WORD

HEADING 2 (46PTS)

DIVIDED BY 1.6*=-

WORD

HEADING 3 (29PTS)

DIVIDED BY 1.6*=-

word

HEADING 4 (18PTS)

DIVIDED BY 1.6*=-

word

BODY TEXT (11PTS)

* From European Commission Style Guide manual 2017 - page 38

TYPOGRAPHY TO USE WITH THE EU EMBLEM

EXAMPLES

Text is to be left aligned at all times.

1 HEADING

ROBOTO CONDENSED

BOLD

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THEN A FONT SIZE
KERNING: METRICS

2 HEADING

ROBOTO CONDENSED REGULAR

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THEN A FONT SIZE
KERNING: METRICS

3 HEADING

ROBOTO CONDENSED REGULAR

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THEN A FONT SIZE
KERNING: METRICS

4 HEADING

Roboto Condensed Bold

CASE: SENTENCE CASE
TRACKING: -0
LEADING: 2PT BIGGER THEN A FONT SIZE
KERNING: METRICS

BODY TEXT

Roboto Condensed Regular, Roboto Condensed Regular, Roboto
Condensed Regular,

CASE: SENTENCE CASE
TRACKING: 0
LEADING: 2PT BIGGER THEN A FONT SIZE
KERNING: METRICS



TYPOGRAPHY TO USE WITH THE EU EMBLEM

HEADING DON'TS



TITLES SHOULD ALWAYS BE CAPITALIZED



DO NOT ROTATE THE FONT



DO NOT DISTORT THE FONT



CONTRAST BETWEEN TEXT AND BACKGROUND COLOURS MUST BE HIGH ENOUGH TO REMAIN LEGIBLE



DO NOT APPLY EFFECTS ON THE TYPOGRAPHY

TYPOGRAPHY TO USE WITH THE EC LOGO



TYPOGRAPHY TO USE WITH THE EC LOGO

EC SQUARE CONDENSED PRO

When using the EC logo, the font used for all materials is EC Square Sans Cond Pro as described in the “European Commission visual identity Manual MAY 2017”.

This font is a condensed extension of EC Square Sans Pro* and has been selected as it falls more inline stylistically with the visual identity.

EXCEPTION: In cases of larger documents i.e. reports or publications: To ensure legibility, secondary fonts can be used as listed in the European Commission Style Guide 2017 chapter 1.4 “European Commission Style Guide 2017” pages 34-38. when used, it is important to follow the defined EC layout.

However, please keep all covers inline with the identity of EC visual identity of the “30th Anniversary of the single market.”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

* From European Commission Style Guide manual 2017 - page 34 “The EC Square Sans Pro will be available in condensed version soon. Until then, you are authorised to use alternative typefaces such as Myriad, Trebuchet or Tahoma for condensed texts.”

TYPOGRAPHY TO USE WITH THE EC LOGO

DESCRIPTION

EC Square Condensed Pro is available in all 24 official languages.

Each language contains a various amount of characters. Therefore certain flexibility for adjusting text sizes is maintained, to avoid posing difficulties in specific languages.

BELOW ARE TWO EXAMPLES OF HEADLINES THAT CAN BE USED, PROVIDED IN ALL TWENTY-FOUR OFFICIAL EU LANGUAGES.

EN	30th anniversary of the Single Market
BG	30-а годишнина на единния пазар
CS	30. výročí vzniku jednotného trhu
DA	Det indre marked fylder 30 år
DE	30 Jahre Binnenmarkt
EL	30ή επέτειος της ενιαίας αγοράς
ES	Trigésimo aniversario del mercado único
ET	Ühtse turu 30. aastapäev
FI	EU:n sisämarkkinat täyttävät 30 vuotta
FR	30e anniversaire du marché unique
GA	Comóradh 30 bliain an Mhargaidh Aonair
HR	30. obljetnica jedinstvenog tržišta
HU	Az egységes piac fennállásának 30. évfordulója
IT	30° anniversario del mercato unico
LT	Bendrajai rinkai – 30 metų
LV	Vienotā tirgus 30. Gadadiena
MT	t-30 anniversarju tas-Suq Uniku
NL	30e verjaardag van de interne markt
PL	30. rocznica utworzenia jednolitego rynku
PT	30.º aniversário do Mercado Único
RO	A 30-a aniversare a pieței unice
SK	30. výročie vzniku jednotného trhu
SL	30. obletnica enotnega trga
SV	EU:s inre marknad fyller 30 år

However it is important to maintain the scaling rule for text, leading, tracking, and kerning.

These rules are detailed on the following page and should be applied consistently.

EN	30 years of the Single Market
BG	30 години единен пазар
CS	30 let jednotného trhu
DA	30 år med det indre marked
DE	30 Jahre Binnenmarkt
EL	30 χρόνια Ενιαίας Αγοράς
ES	30 años del mercado único
ET	30 aastat ühtset turgu
FI	30 vuotta EU:n sisämarkkinoita
FR	Le marché unique a 30 ans
GA	An Margadh Aonair ar an bhfód le 30 bliain
HR	30 godina jedinstvenog tržišta
HU	30 éves az egységes piac
IT	30 anni di mercato unico
LT	30 bendrosios rinkos metų
LV	ES vienotā tirgus 30 gadi
MT	30 sena tas-Suq Uniku
NL	30 jaar interne markt
PL	30 lat jednolitego rynku
PT	30 anos de Mercado Único
RO	30 de ani de piață unică
SK	30 rokov jednotného trhu
SL	30 let enotnega trga
SV	30 år med EU:s inre marknad



TYPOGRAPHY TO USE WITH THE EC LOGO

SIZE SYSTEM AND RULES

The size, position, and placement of text play an important role in constructing visuals/documents. The use of specific size scaling of hierarchical information provides a distinctive visual effect on the overall composition. It can be achieved very easily using the following method:

1.6 is the Golden ratio. This is the reference figure used to divide or multiply the size of the text to achieve the correct contrast between the headline, and the subtitle if there is one.

Make sure you do not divide the size of the text by 3.2 (2 x 1.6) as you will not get the same result when dividing the first time by 1.6 and then dividing it again by 1.6. *

After dividing twice using the Golden ratio (1.6), make sure you round up or down to the nearest unit or half unit, i.e. if your result is 11.7 points, round it down to 11.5 points, if it is 5.4 points make it 5.5 points, 10.3 points becomes 10.5 points, etc. This method also applies to millimetres and centimetres.

You can use the automatic online font-size calculator from the page <https://type-scale.com/>

BELOW IS AN EXAMPLE OF THE HEADING WITH GOLDEN RATIO DIVISION

WORD

HEADING 1 (75PTS)

DIVIDED BY 1.6*=-

WORD

HEADING 2 (46PTS)

DIVIDED BY 1.6*=-

WORD

HEADING 3 (29PTS)

DIVIDED BY 1.6*=-

word

HEADING 4 (18PTS)

DIVIDED BY 1.6*=-

word

BODY TEXT (11PTS)

* From European Commission Style Guide manual 2017 - page 38

TYPOGRAPHY TO USE WITH THE EC LOGO

EXAMPLES

1 HEADING

**EC SQUARE COND
PRO BOLD**

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

2 HEADING

**EC SQUARE COND
PRO BOLD**

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

3 HEADING

EC SQUARE COND PRO REGULAR

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

4 HEADING

Ec Square Cond Pro Bold

CASE: SENTENCE CASE
TRACKING: 0
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

BODY TEXT

Ec Square Cond Pro Regula, Ec Square Cond Pro Regula, Ec Square
Cond Pro Regula,

CASE: SENTENCE CASE
TRACKING: 0
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

TYPOGRAPHY TO USE WITH THE EC LOGO

HEADING & BODY DON'TS



TITLES SHOULD ALWAYS BE CAPITALIZED



DO NOT ROTATE TEXT



DO NOT DISTORT TEXT



TEXT + BACKGROUND COLOUR CONTRAST SHOULD BE HIGH ENOUGH TO BE LEGIBLE



DO NOT APPLY EFFECTS ON TEXT

COLOURS

COLOURS

PRIMARY AND SECONDARY COLOURS

PRIMARY COLOUR PALETTE

The primary colour palette is comprised of four colours, SM 30 BLUE, SM 30 YELLOW, SM 30 GREEN and white, - and are the only colours to be used when creating communication materials.

As this identity will be used during the course of 2023, our objective is variety and versatility. Therefore there is a selection of precise colour combinations to be used interchangeably. These consist of three background colours and three gradient colours, all of which are to be used with the pattern. All described in more detail on the following pages.

SECONDARY COLOUR

Black was added as the only secondary colour. It is reserved **ONLY** for placing the black versions of the EU emblem or the EC logo and/or placing black QR codes on the SM30 yellow background or SM 30 GREEN-yellow gradient.

Using black for text is prohibited, it should always be SM 30 BLUE.

	SM 30 GREEN	SM 30 BLUE	SM 30 YELLOW	WHITE	SECONDARY COLOUR BLACK
FOR DIGITAL	R146 G232 B33 #92E821	R0 G20 B137 #001489	R238 G244 B20 #EEF414	R255 G255 B255 #FFFFFF	R0 G0 B0 #000000
FOR PRINT	C45 M0 Y100 B0 PANTONE 375 C	C100 M96 Y13 B10 PANTONE REFLEX BLUE	C12 M0 Y95 B0 PANTONE 387 C	C0 M0 Y0 K0	C100 M100 Y100 K100 PANTONE BLACK



COLOURS

GRADIENTS

SM 30 GREEN

R146 G232 B33
#92E821
C45 M0 Y100 B0

SM 30 GREEN

R146 G232 B33
#92E821
C45 M0 Y100 B0

SM 30 YELLOW

R238 G244 B20
#EEF414
C12 M0 Y95 B0

SM 30 GREEN

R146 G232 B33
#92E821
C45 M0 Y100 B0

SM 30 BLUE

R0 G20 B137
#001489
C100 M96 Y13 B10

SM 30 YELLOW

R238 G244 B20
#EEF414
C12 M0 Y95 B0

WHITE

R255 G255 B255
#FFFFFF
C0 M0 Y0 K0

SM 30 BLUE

R0 G20 B137
#001489
C100 M96 Y13 B10



COLOURS

LINEAR GRADIENTS

There are three possible gradients, two linear gradients and one free-form gradient with four points.

Linear gradients :

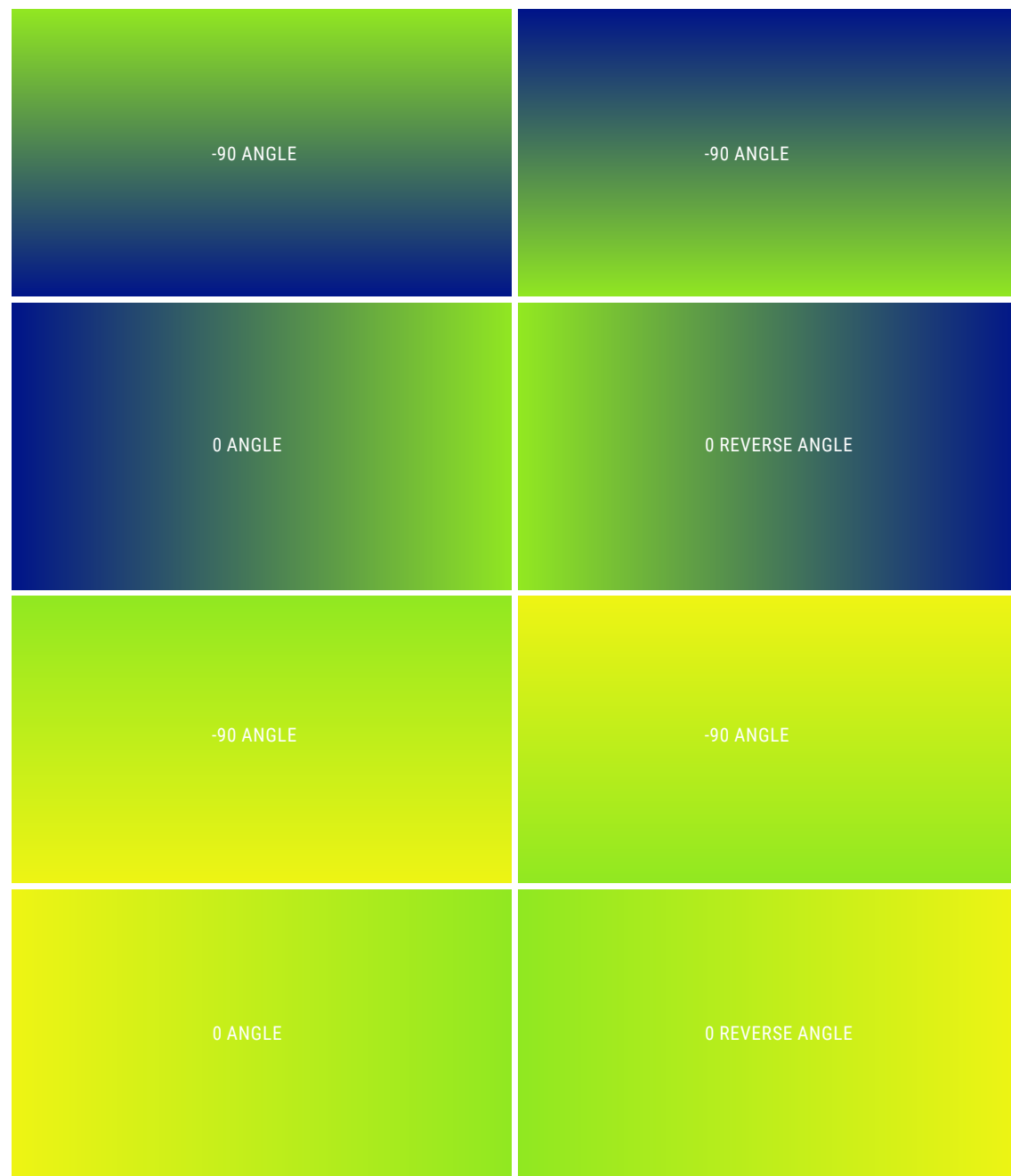
- linear SM 30 GREEN - SM 30 BLUE,
- linear SM 30 GREEN - SM 30 YELLOW

Linear gradients can be used with the following:

- 0 angle
- 90 angle
- -90 angle

Always keep a smooth balance in the tonality of each gradient.

EXCEPTION: For large-scale prints (eg. a backdrop) that require multiple monochrome logos to fill an entire composition, use SM 30 BLUE as a dominant colour with a slight indication of SM 30 GREEN.





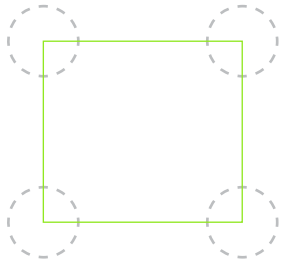
COLOURS

FREE FORM GRADIENTS

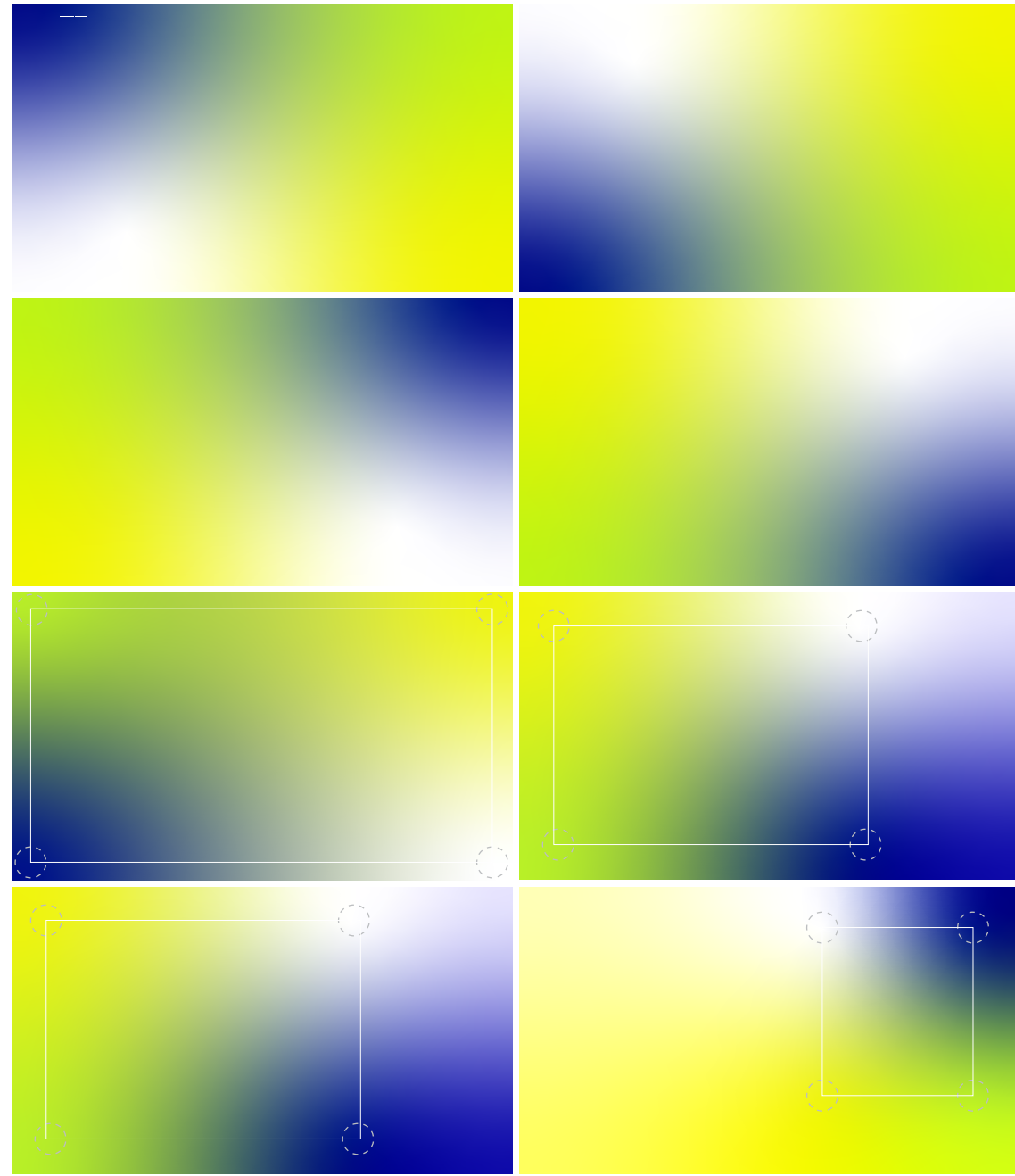
The free-form gradient consists of four points; SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white.

It can be used freely, only following two rules.

- The gradient points position need to stay in a rectangle shape.
- The gradient can also be rotated clockwise and anti-clockwise, but always ensure the correct order of colours is maintained.



GRADIENT POSITION POINTS





COLOURS

GRADIENTS DO'S AND DON'TS

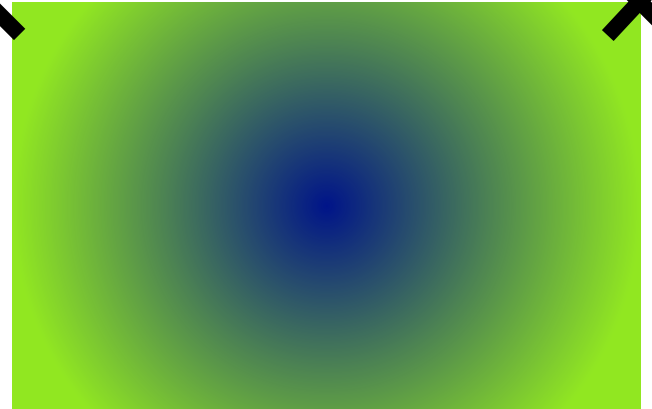
For linear gradients



DO NOT CHANGE THE ANGLE OF GRADIENT TO BE OTHER THAN 0,-90,90 DEGREES

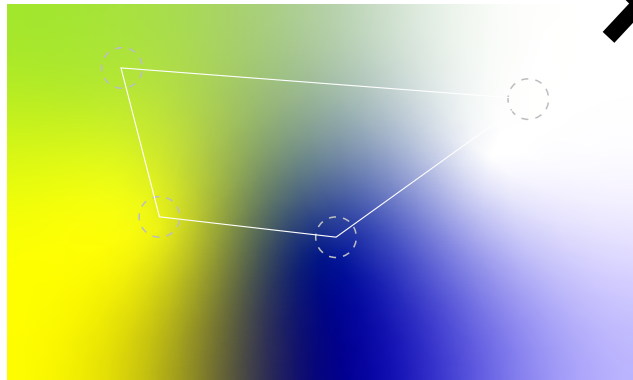


ALWAYS KEEP A BALANCE OF BOTH COLOURS, THE ONLY EXCEPTION IS FOR A BACKDROP WHEN YOU WILL NEED ONE DOMINANT COLOUR

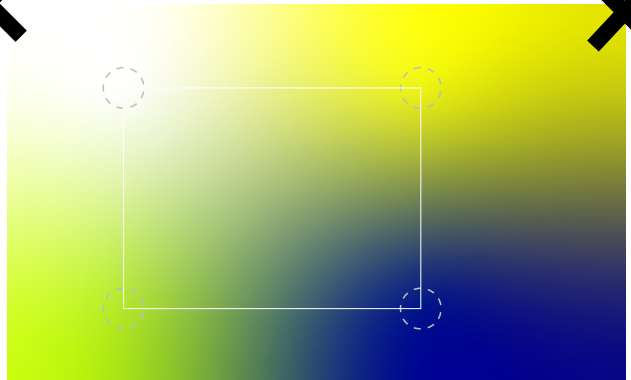


DO NOT USE RADIAL GRADIENT

For the free-form gradient with four points



DO NOT REPOSITION GRADIENT POSITION POINTS THE FOUR POINT MUST ALWAYS MAINTAIN A RECTANGLE SHAPE



DO NOT CHANGE THE COLOUR ORDER OF THE GRADIENT POINTS. THE COLOUR ORDER SHOULD ALWAYS FOLLOW: SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, AND WHITE

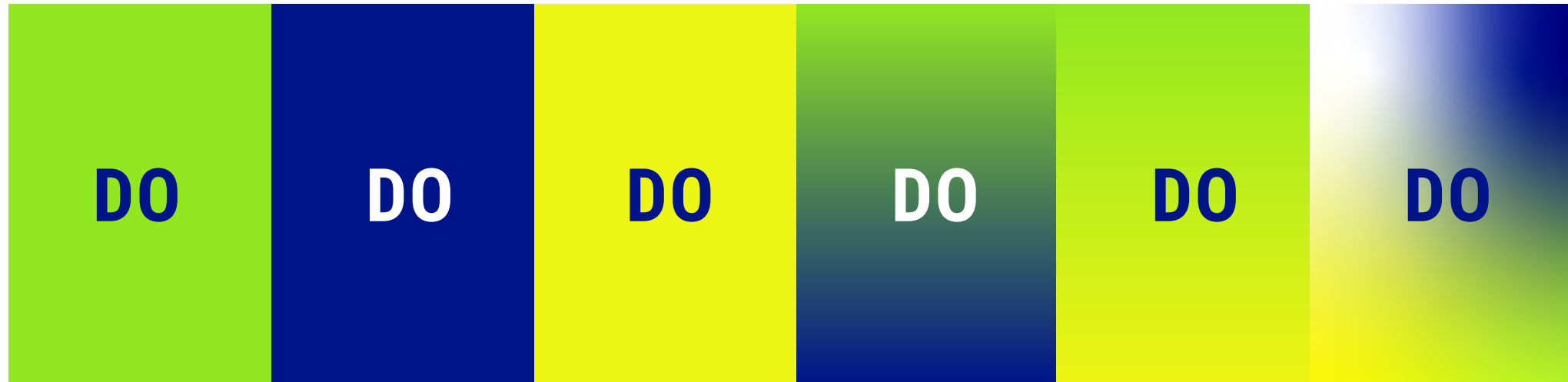


COLOURS

COLOUR COMBINATION DO'S AND DON'TS

The contrast between the text and background colours must be high enough to ensure legibility. See below for examples of high-contrast colour combinations that are permitted, as well as, low colour combinations that are not to be used.

EXCEPTION: In motion graphics or videos, you might create a frame with a single colour background without a pattern, on the condition that the materials showcase patterns on different frames.



COLOR COMBINATIONS THAT ARE DIFFICULT TO READ FOR SOME PEOPLE, AND ARE NOT ALLOWED



COLOURS

COLOUR COMBINATION EXAMPLES WITH MANDATORY PATTERN

Below you will find the six background and text colour combinations with the mandatory pattern, explained in detail in the following chapter.

EXCEPTION: When you use SM linear green-blue gradient in: 0, 90, -90, It is mandatory to place 90% of your text on the blue zone. This provides the highest contrast which enables more legibility, especially for those with vision disabilities.



BACKGROUND LINEAR GRADIENT 30SM GREEN-30SM BLUE
+ SM 30 PATTERN 30: WHITE 30% OPACITY SOFT LIGHT BLENDING MODE
+ MANDATORY TEXT IN WHITE



BACKGROUND LINEAR SM 30 GREEN-SM 30 YELLOW
+ SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
+ MANDATORY TEXT SM 30 BLUE



BACKGROUND FREE FORM GRADIENT WITH FOUR-POINTS
+ SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
+ MANDATORY TEXT SM 30 BLUE



BACKGROUND SM 30 BLUE
+ SM 30 PATTERN 30: WHITE 30% OPACITY SOFT LIGHT BLENDING MODE
+ MANDATORY TEXT IN WHITE



BACKGROUND SM 30 GREEN
+ SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
+ MANDATORY TEXT SM 30 BLUE



BACKGROUND SM 30 YELLOW
+ SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
+ MANDATORY TEXT SM 30 BLUE

THE PATTERN



THE PATTERN

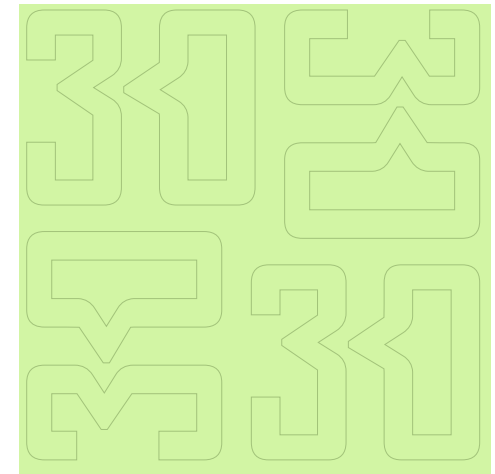
CONSTRUCTION

The core of visual identity design for the 30th Anniversary of the Single Market is a pattern created based on the number 30. The number 30 took inspiration from the font "Agency FB". It has been deconstructed and re-illustrated linking numbers 3 and 0. The 0 has been reshaped to form a speech bubble symbolising a 30-year dialogue between European countries. This speech bubble also forms another visual element that can be used separately.

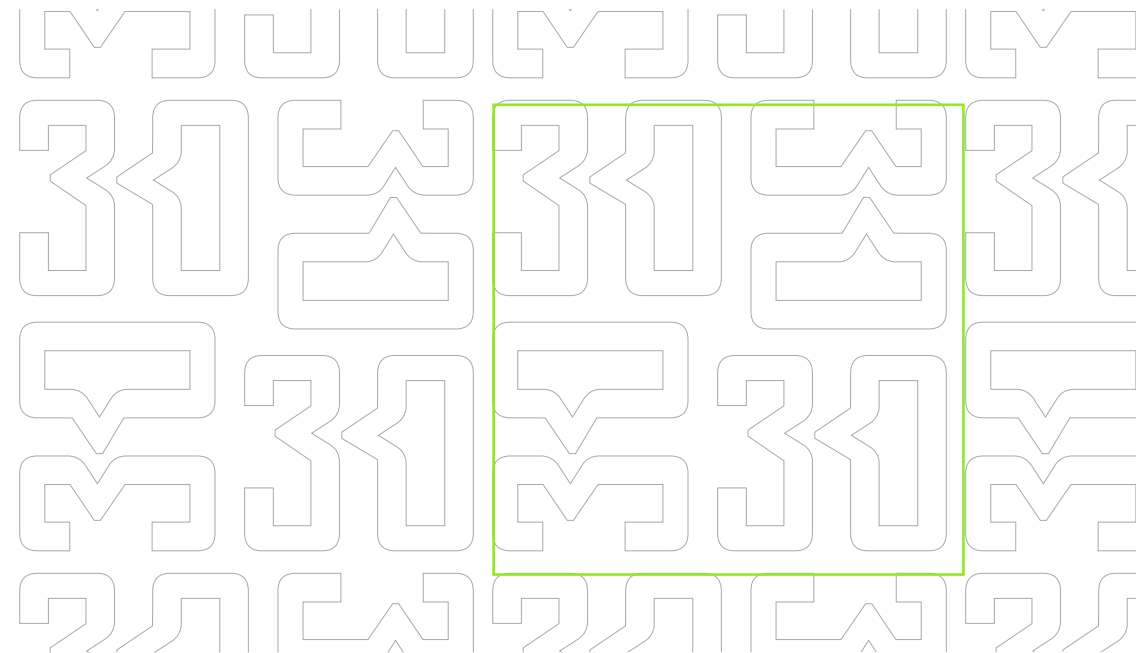
The pattern has been created by duplicating and rotating the '30' four times to create a square shape which is then repeated to create a pattern. To facilitate the use of the pattern, a pattern swatch is saved in the source file published with the style guide.

It is important to note the number 30 from within the pattern can be used within the pattern or as an isolated visual element but is not a logo or visual stamp.

GREEN LINE SHOW CONSTRUCTION OF THE RAPPORT PATTERN



A LIGHT GREY OUTLINE SHOWS THE ORIGINAL FONT





THE PATTERN

HOW TO USE IN DIGITAL

The pattern is the main element of visual identity and exists in two variations.

SM 30 PATTERN 50 - white, with an opacity of 50% and the blending mode: soft light.

This pattern may only be applied on one of two solid colour backgrounds:

- SM 30 GREEN
- SM 30 YELLOW

OR two of the following gradient options:

- linear SM 30 GREEN - SM 30 YELLOW
- free-form gradient with four points SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white.

The second pattern variation -

SM 30 PATTERN 30 - white, with an opacity of 30% and the blending mode: soft light.

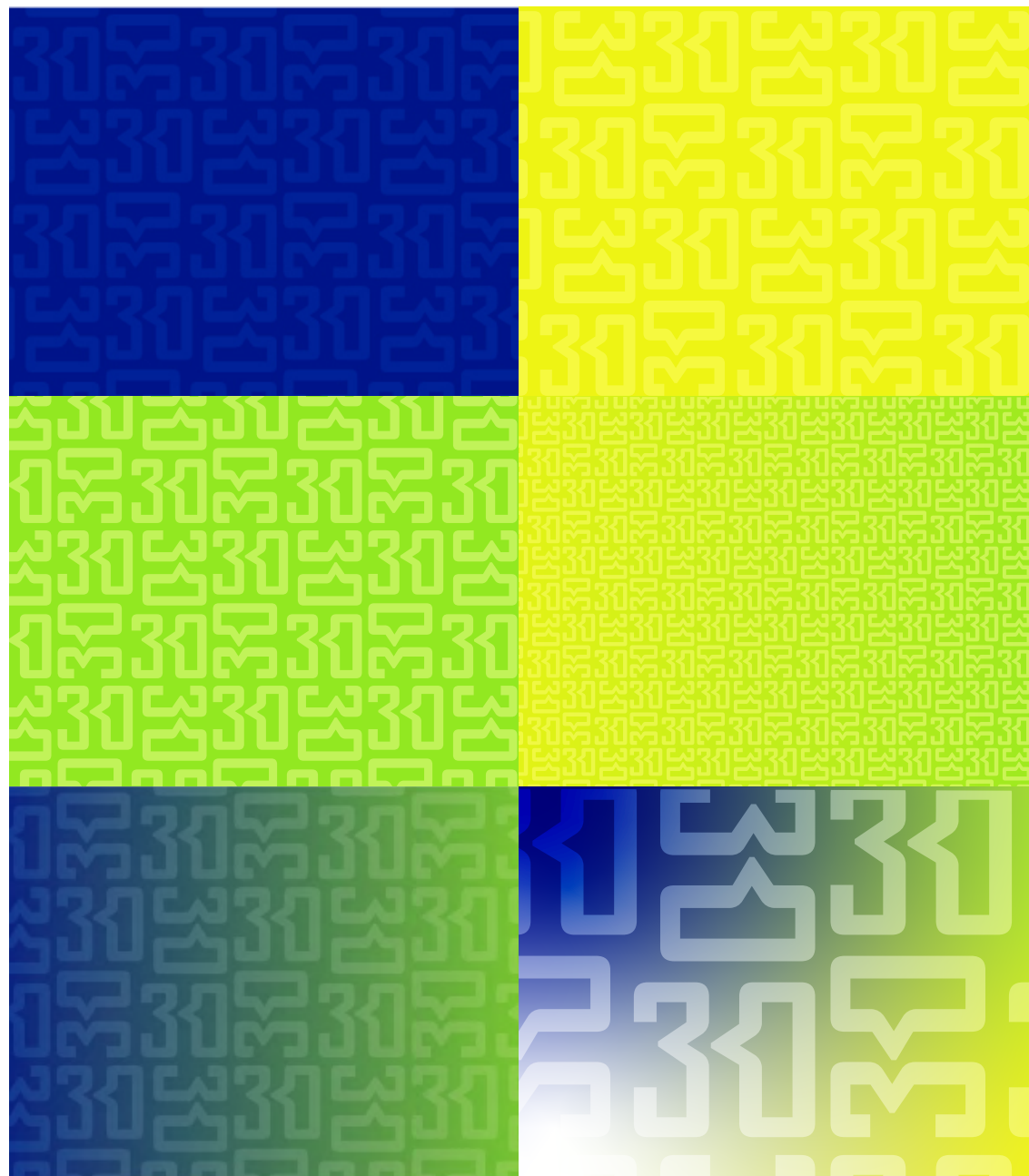
This pattern may only be applied on one of the two following colour backgrounds:

- SM 30 BLUE

OR on the gradient option:

- linear SM 30 GREEN - SM 30 BLUE

The pattern can be used in various scales. Where possible, try fit an entire number of columns within the width of the materials.



THE PATTERN

HOW TO USE IN PRINT

In print materials, the blending mode soft light does not appear correctly. Therefore, there are additional swatches. These are called:

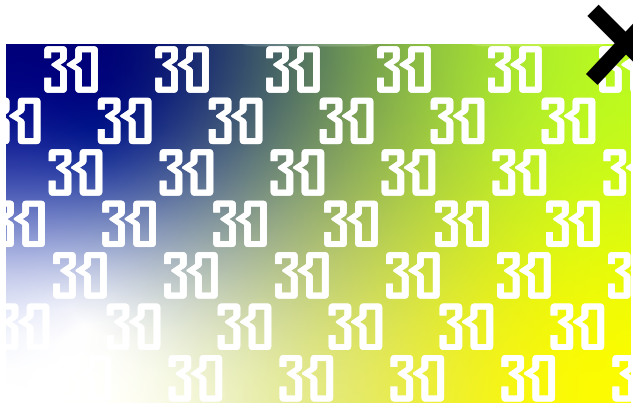
- **SM 30 PATTERN PRINT 30** - 30% opacity of white, with no effect. To be apply on all backgrounds (C,D,E,F)
- **SM 30 PATTERN PRINT 10** - 10% opacity of white, with no effect. To be apply only on SM 30 BLUE background and linear gradient SM 30 GREEN - SM 30 BLUE (A,B)



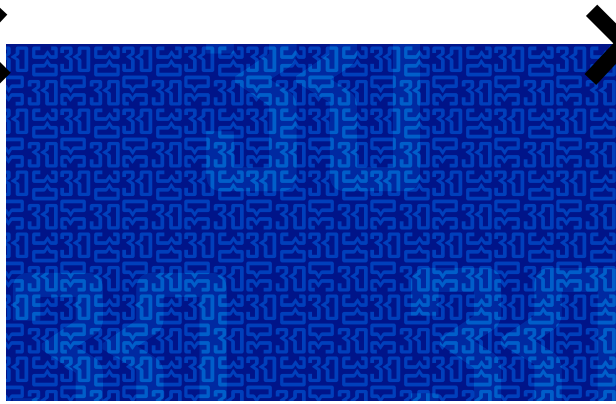


THE PATTERN

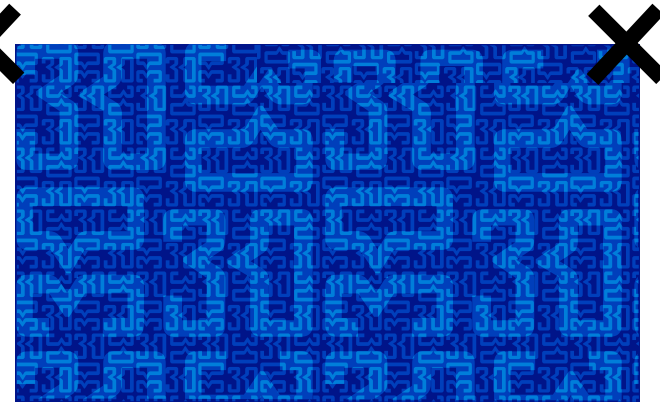
DON'TS



DO NOT CREATE A NEW PATTERN



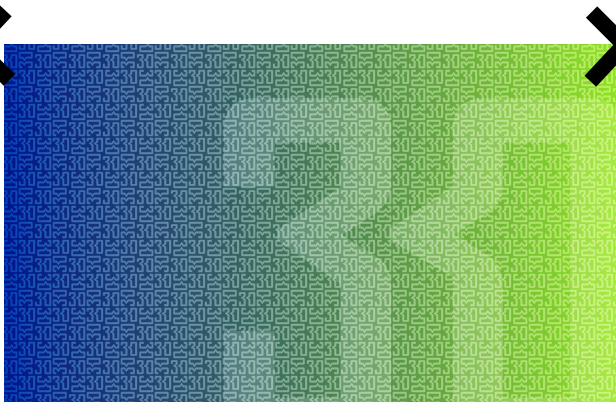
DO NOT CREATE ADDITIONAL PATTERNS



DO NOT OVERLAY MULTIPLE PATTERNS



DO NOT CHANGE THE COLOUR OF THE PATTERN.



DO NOT USE OVERLAPPING 30 ELEMENTS ON THE PATTERN WHEN YOU HAVE A GRADIENT BACKGROUND. THIS EFFECT IS ONLY PERMITTED ON A FLAT ONE-COLOR BACKGROUND.

THE PATTERN

EXAMPLES

As mentioned, the pattern is always to be overlaid on a background colour.

As an optional additional visual element, you can highlight the number 30 shape, and use it as overlapping effect over the pattern.

However this can only be created on solid background colours (SM 30 GREEN, SM 30 BLUE, or SM 30 YELLOW) and is not permitted on gradient background colours.

You may only highlight up to two number 30 shapes on each communication asset but there are specific rules, which are as follows -

When using one additional element:

1: Highlight a single number 30 within the pattern:

- SM 30 PATTERN
- small number 30 (100% white)

2. Contrast small patterns:

- SM 30 PATTERN
- significantly bigger than pattern number 30 (maximum 50% white, blending mode soft light)

1



2



3



This solution works when the highlighted number 30 is at least five times bigger than the area size. Try to keep at least 70% of the number 30 visible within the frame.

This should be used when you want to create a background for different digital presentations and you need a title and a short text paragraph.

When using two additional elements:

3. Highlight a single number 30 within the pattern and contrast smaller patterns:

- SM 30 PATTERN
- significantly bigger than pattern number 30 (maximum 50% white, blending mode soft light)
- small number 30 (100% white)

It is important to always select the correct pattern swatch. There are specific pattern swatches created for both print and digital use. All of which are created with varied opacities depending on each of the defined colour backgrounds.

THE HASHTAG

#SingleMarket30

THE HASHTAG

HOW TO USE

The official hashtag is #SingleMarket30, and is to appear on all material celebrating the anniversary of the Single Market. Furthermore, it is **always written in Title Case**.

FONT

The hashtag needs to be used with correct typography according to the chosen visual language.

- For use with the EU Emblem, font: Roboto condensed.
- For the European Commission logo, font: EC Square Sans Cond Pro.

USE

Hashtag is placed directly on the background and pattern. In rare cases, when it needs to be highlighted, it can be placed in a speech bubble – the colour of the speech bubble must be one of the SM 30 BLUE, yellow or green.

EXCEPTION: For gifs, motion graphics and video the hashtag can be animated. For example, the start or finish frame can show a speech bubble with the hashtag in the center of the composition.

#SingleMarket30

ROBOTO CONDENSED

#SingleMarket30

EC SQUARE SANS COND PRO



THE HASHTAG

SIZE

The height of the hashtag **#SingleMarket30** on your composition is a minimum 1/2 of the EU emblem or the EC logo present on materials.





THE HASHTAG

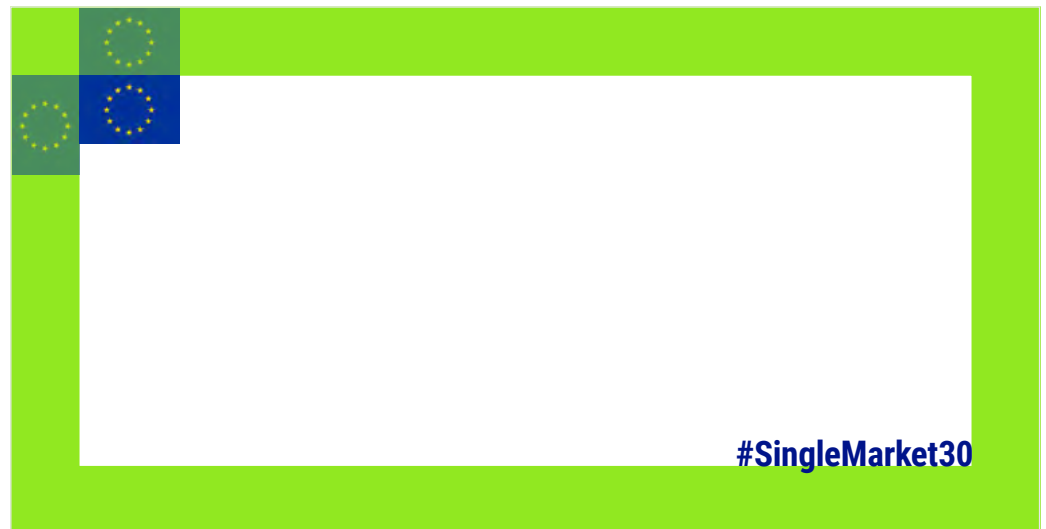
POSITION

The hashtag #SingleMarket30 should always appear in one of the bottom corners of the materials.

Keep a diagonal composition between the EU emblem or the EC logo and the hashtag #SingleMarket30. If this is not possible, you can place both of them on the same side, logo on top and the hashtag #SingleMarket30 at the bottom.

When using the hashtag #SingleMarket30 with the EU emblem, maintain consistent protection area and margins ([For more infos: page 57.](#))

When using the hashtag #SingleMarket30 with the EC logo, maintain consistent protection area and margins ([For more infos: page 57.](#))





THE HASHTAG

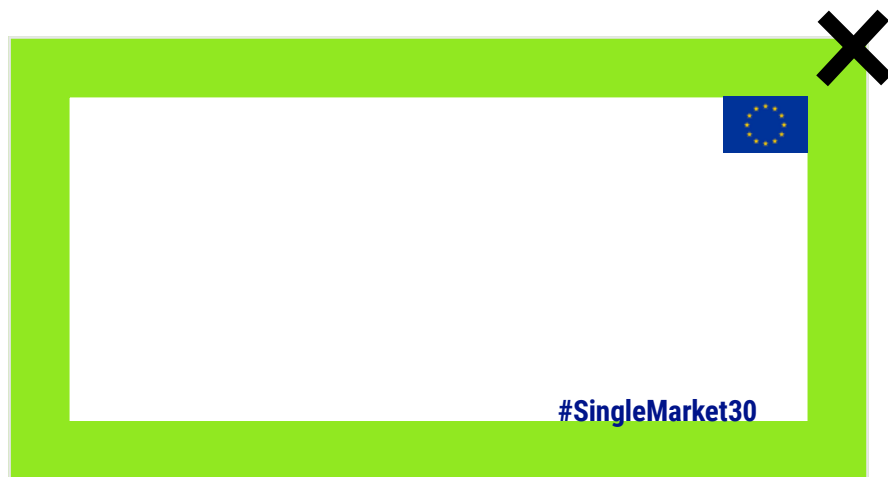
HASHTAG PLACEMENT DON'TS



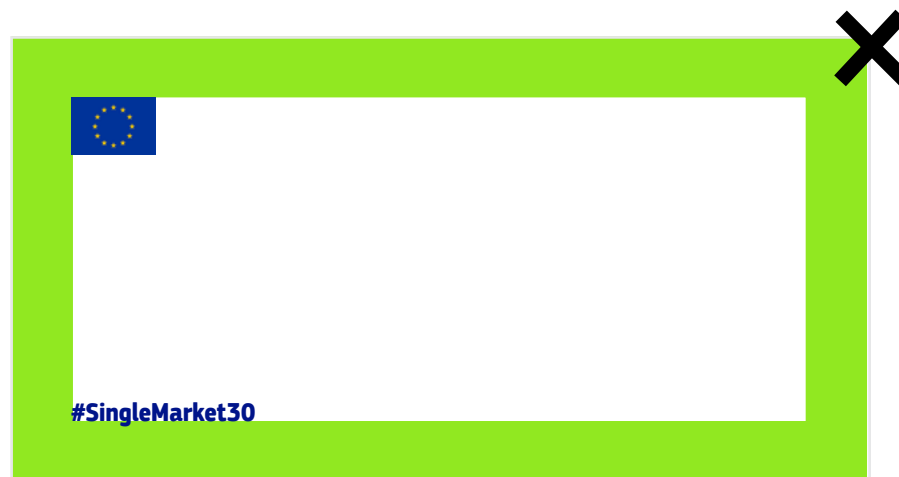
DO NOT PUT THE HASHTAG AND THE LOGO IN ONE LINE



DO NOT CHANGE THE SIZE OF THE HASHTAG TO LESS THAN 1/2 THE HEIGHT OF THE EC LOGO OR THE EU EMBLEM.



DO NOT CHANGE THE MARGIN OF THE HASHTAG.

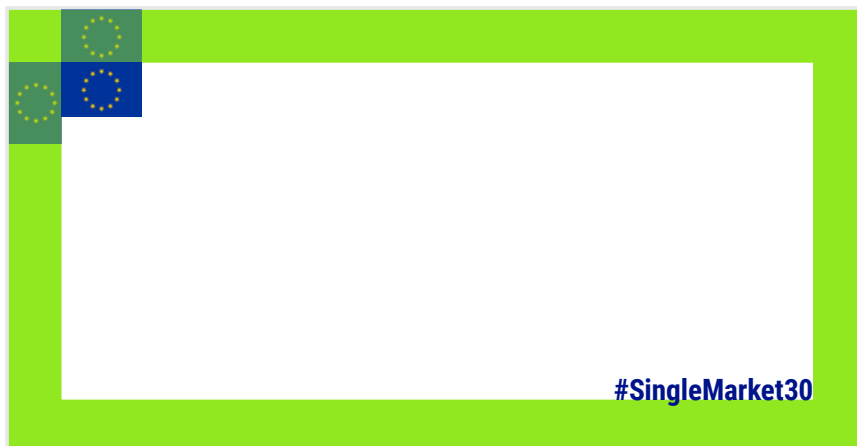


DO NOT MIX FONTS. ALWAYS USE ROBOTO CONDENSED WITH THE EU EMBLEM AND EC SQUARE SANS PRO WITH THE EC LOGO

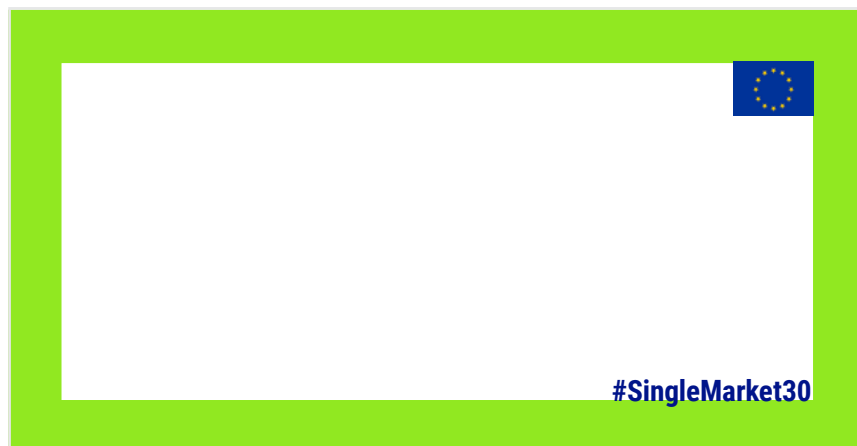
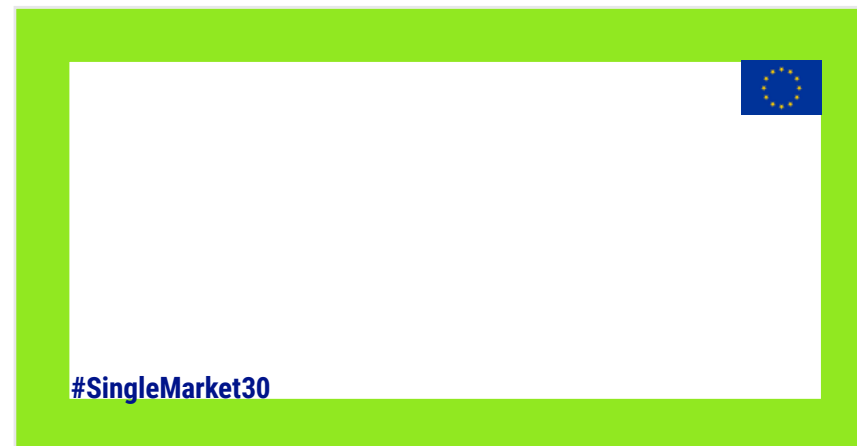


THE HASHTAG

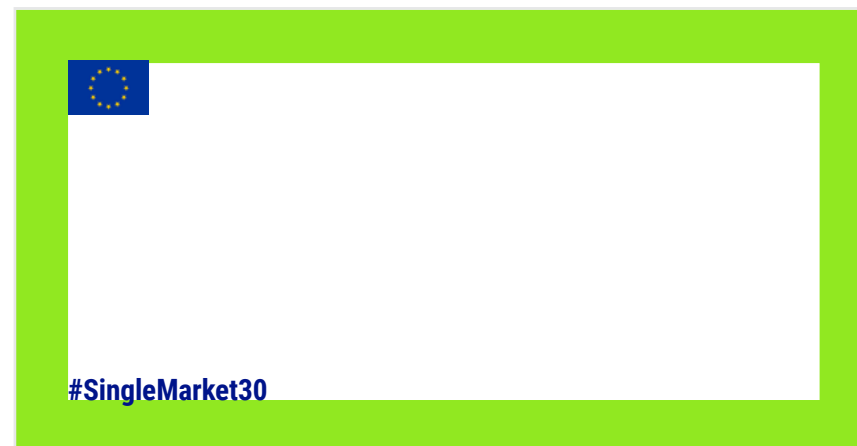
EXAMPLES WITH THE EU EMBLEM



PRIMARY COMPOSITION WITH THE EU EMBLEM ON THE DIAGONAL OPPOSITE CORNER TO THE HASHTAG



SECONDARY COMPOSITION WITH THE EU EMBLEM ON THE OPPOSITE CORNER TO THE HASHTAG





THE HASHTAG

EXAMPLES WITH THE EC LOGO



PRIMARY COMPOSITION WITH THE EC LOGO ON THE DIAGONAL OPPOSITE CORNER TO THE HASHTAG



SECONDARY COMPOSITION WITH THE EC LOGO ON THE OPPOSITE CORNER TO THE HASHTAG



LAYOUT SYSTEM



LAYOUT SYSTEM

DESCRIPTION

Layout systems are determined by the selected visual language.

Guidelines on these visual elements have already been provided in previous chapters, however, please see the following pages for summaries of mandatory and optional visual elements used collectively to form complete layouts.

These have been visualised for both EC and EU.

LAYOUT SYSTEM

WITH THE EU EMBLEM FOR WEB AND PRINT - 1

Typographic composition

A. To determine your **EU emblem size**, divide your working space into a 10x repeated EU emblem. ([For more infos: page 15](#))

B. **Protection area and margins** are equal to the height of the emblem. ([For more infos: page 16](#))

C. **Font** is Roboto Condensed for text and hashtag ([For more infos: page 29](#))

D. **Hashtag size** is a minimum of half of the EU emblem height ([For more infos: page 57](#)) positioned left or right at the bottom.

E. **Background colour** can be either:

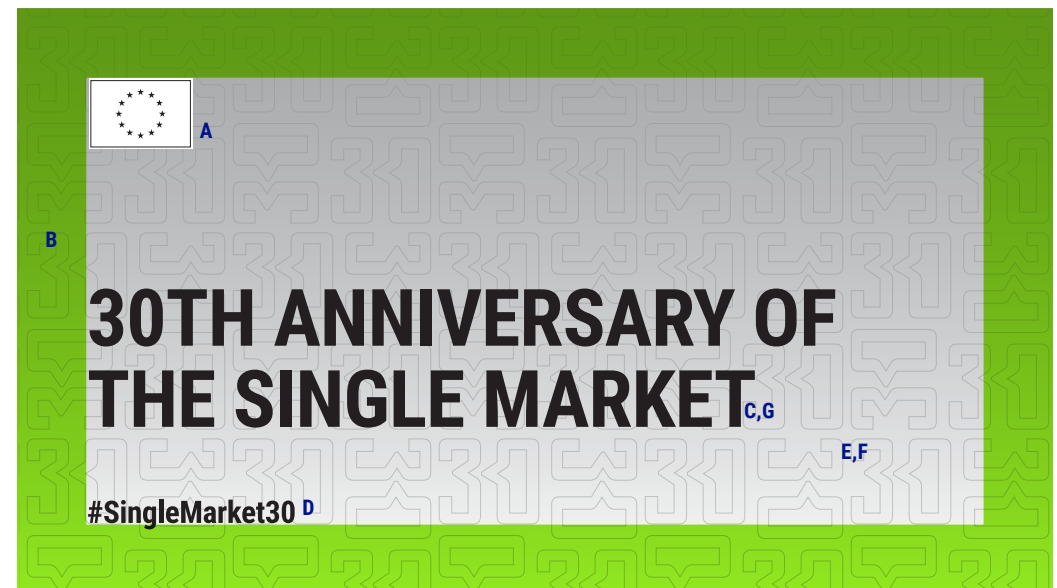
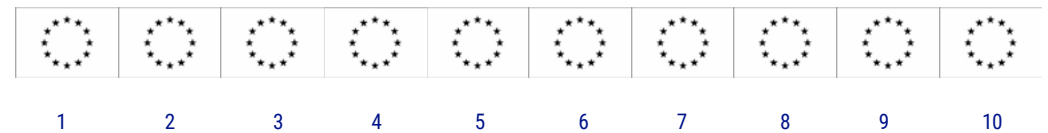
- SM 30 YELLOW
- SM 30 BLUE
- SM 30 GREEN
- linear SM 30 GREEN - SM 30 BLUE
- linear SM 30 GREEN - SM 30 YELLOW
- Free-form gradient with four points SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. **Pattern** is mandatory to use the pattern swatch from the source file package. In AI. format. ([For more infos: page 49](#))

G. **Text** left aligned and aligned to the pre determined margin.

For main headings, always align to the left: ([For more infos: page 29](#))

Size: Not strictly defined as long as you follow the rules of margins.



LAYOUT SYSTEM

WITH THE EU EMLBLEM FOR WEB AND PRINT - 2

Image composition

A. To determine your **EU emblem size**, divide your working space into a 10x repeated EU emblem. ([For more infos: page 15](#))

B. **Protection area and margins** are equal to the height of the emblem. ([For more infos: page 16](#))

C. **Font** Roboto Condensed for text and hashtag ([For more infos: page 29](#))

D. **Hashtag size** is a minimum of half of the height of the EU emblem ([For more infos: page 57](#)) position left or right at the bottom.

E. **Background color**: can be either:

- SM30 yellow
- SM 30 BLUE
- SM 30 GREEN
- linear SM 30 GREEN-SM 30 BLUE
- linear SM 30 GREEN-SM 30 YELLOW
- free-form gradient with four point SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. **Pattern** is mandatory to use the pattern swatch from the source file package. In AI. format. ([For more infos: page 49](#))

G. **Text** left aligned and aligned to the pre determined margin.
For main headings, always align to the left: ([For more infos: page 29](#))
Size: Not strictly defined as long as you follow the rules of margins.

H. Images

Images need to be always used with an outline. The outline of the image has a thickness of half or a quarter of the EU flag from the EU emblem or the EC logo you are using. They can be placed in different places and can be different sizes. The maximum amount of images on one visual is three.



LAYOUT SYSTEM

EXAMPLES



PORTRAIT FORMAT
SOCIAL MEDIA



#SingleMarket30



HORIZONTAL FORMAT
SOCIAL MEDIA

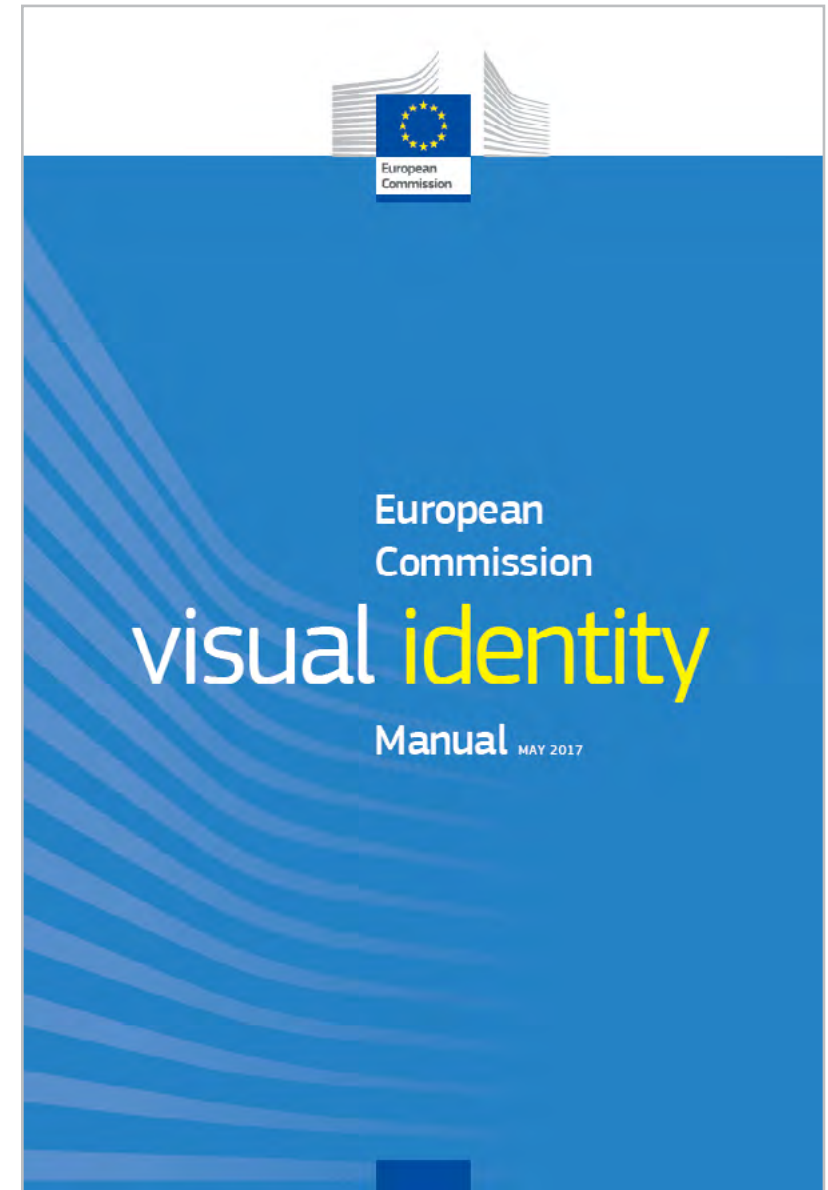
LAYOUT SYSTEM

WITH THE EC LOGO

To execute the use of the 30th anniversary of The Single Market identity with the EC logo, it is important to implement all the rules described in the "European Commission visual identity Manual MAY 2017". The manual is an extended document, and it describes all the different types of layouts for online and print material.

The next pages feature shortcuts, explaining the rules for print and online materials. For more please, follow the link:

https://commission.europa.eu/resources-partners/european-commission-visual-identity_en



LAYOUT SYSTEM

WITH THE EC LOGO WEB MATERIALS - 1

Typographic composition

A. To determine your **EC logo size**, divide your working space by 10x EU emblems. ([For more infos: page 22](#))

B. **Protection area and margins** are equal to the height of the emblem. ([For more infos: page 23](#))

C. **Font** EC Square Sans Cond Pro for text and hashtag ([For more infos: page 29](#))

D. **Hashtag size** is a minimum of half of the height of the EU emblem. ([For more infos: page 57](#)), position left or right at the bottom.

E. **Background color**: can be either:

- SM30 yellow
- SM 30 BLUE
- SM 30 GREEN
- linear SM 30 GREEN-SM 30 BLUE
- linear SM 30 GREEN-SM 30 YELLOW
- free form gradient with four-point SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. **Pattern** is mandatory to use the pattern swatch from the source file package. In AI. format. ([For more infos: page 49](#))

G. **Text** left aligned and aligned to the pre determined margin.
For main headings, always align to the left: ([For more infos: page 35](#))
Size: Not strictly defined as long as you follow the rules of margins.



LAYOUT SYSTEM

WITH THE EC LOGO WEB MATERIALS - 2

Image composition

A. To determine your **EC logo size**, divide your working space by 10x EU emblems. ([For more infos: page 87](#))

B. Protection area and margins are equal to the height of the emblem. ([For more infos: page 23](#))

C. Font EC Square Sans Cond Pro for text and hashtag ([For more infos: page 29](#))

D. Hashtag size is a minimum of half of the height of the EU emblem. ([For more infos: page 57](#)), position left or right at the bottom.

E. Background color: can be either:

- SM30 yellow
- SM 30 BLUE
- SM 30 GREEN
- linear SM 30 GREEN-SM 30 BLUE
- linear SM 30 GREEN-SM 30 YELLOW
- free form gradient with four-point SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. Pattern is mandatory to use the pattern swatch from the source file package. In AI. format. ([For more infos: page 49](#))

G. Text left aligned and aligned to the pre determined margin. For main headings, always aligned to the left: ([For more infos: page 35](#))

Size: Not strictly defined as long as you follow the rules of margins.

H. Images

Images need to be always used with an outline. The outline of the image has a thickness of half or a quarter of the EU flag from the EU emblem or EC logo you are using.

They can be placed in different places and sizes. The maximum amount of images on one visual is three.



LAYOUT SYSTEM

EXAMPLES



PORTRAIT FORMAT
SOCIAL MEDIA



HORIZONTAL FORMAT
SOCIAL MEDIA



LAYOUT SYSTEM

WITH EC LOGO PRINT MATERIALS - 1

On each document published by the European Commission, the flag of the logo will be centred widthwise of the document on which it is reproduced. This gives the logo the vital breathing space it needs. See next page for reference. The exact size of the logo is calculated by the number of flags within the width of the cover. See chart below:*

FORMAT	FLAGS	SEE PAGE
pocket sleeve	7	44
DVD inlays	8	45
folder	9	70
adhesive notepad	5	71
A4 Vert.	9	83
A4 Magazine	11	98
A4 newsletters	11	100
A4 factsheet	12	105
A4 factsheet cover	9	106
A4 Horiz.	15	109
A4 folded in two	5	115
210 x 210	9	118
A5 Vert.	7	122
A5 Horiz.	14	125
A6 Vert.	6	128
A6 Horiz.	10	131
B5 Vert.	9	134
leaflet A4	5	137
leaflet A3	6	142
poster Vert. A3	11	146
poster Vert. A2	11	146
poster Vert. A1	11	146
poster Vert. A0	11	146
poster Horiz. A3	15	151
poster Horiz. A2	15	151
poster Horiz. A1	15	151
poster Horiz. A0	15	151

* From European Commission Style Guide manual 2017 - page 102

LAYOUT SYSTEM

WITH THE EC LOGO PRINT MATERIALS - 2

No text will be written in the white banner reserved for the logo at the top of the page or beyond the limits established by the black block (A) for the left and right, and by the upper limit of the footer box for the bottom.

This layout grid is flexible; text justification can be flush left, flush right, ragged left or right, and also justified on the downstroke of the Images and flat colour tints can be aligned using the typographic baselines (...), the vertical axes (...) or the edge of the page (...).

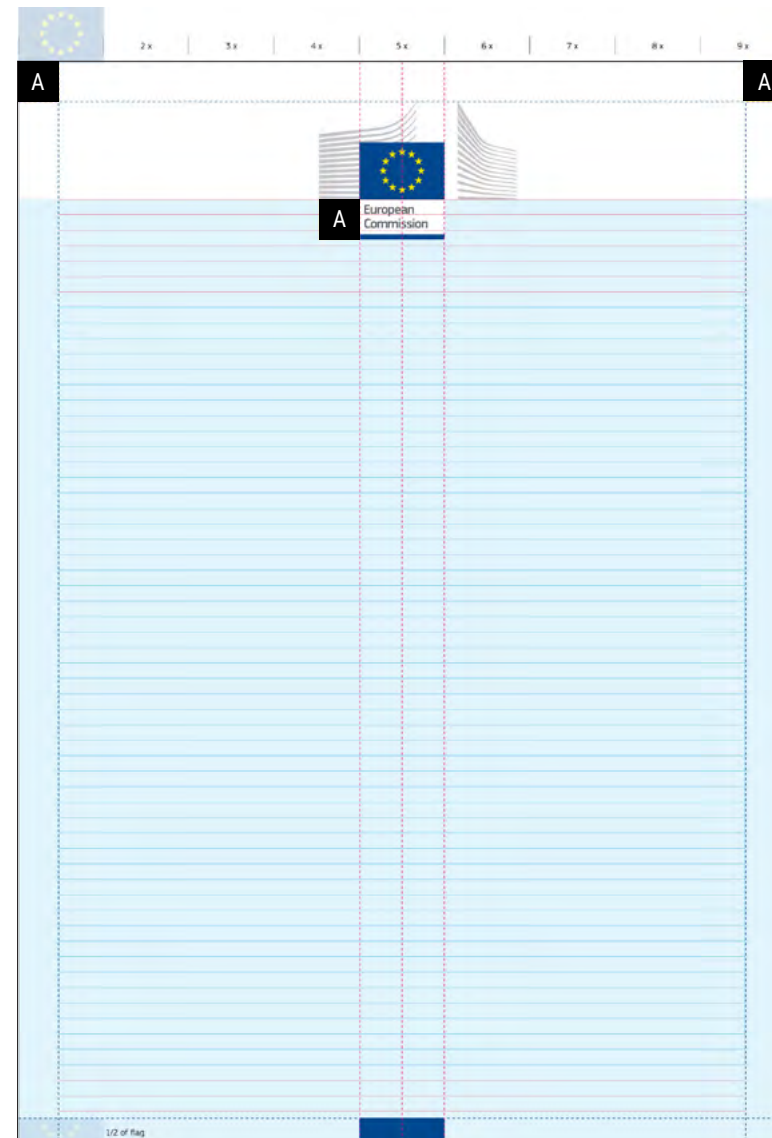
The pale blue area indicates the maximum space to be used for photos, illustrations and/or flat colour tints.

The image (or flat colour tint) must always be aligned on the baseline of the flag. The end of the image/flat colour tint must be justified on the typography baselines (in pale blue).

The two vertical axes aligned with the left and right of the flag (in red) are vital for assembling the page layout. In effect, the positioning of the text and sometimes of the image/colour blocks will be determined using these two central axes as guides.

For the spines of of any publication or stationery tool, the colour and size of the top of the spine is determined by the colour and size of the header of the cover page.*

The red lines serve to mark out the structure of the base grid on which the main title of the document is positioned. Other elements could be placed on the left or right side of the pages within the red lines in compliance with the protection area of the logos *



* From European Commission Style Guide manual 2017 - page 102-103



LAYOUT SYSTEM

EXAMPLES

EXCEPTION:

Placing the hashtag on the cover of reports is optional.



A4 REPORT COVER EXAMPLE



SPEECH BUBBLE (OPTIONAL)

SPEECH BUBBLE (OPTIONAL)

FUNCTIONS AND SHAPE

As mentioned, the shape of the speech bubble was initially created to replace the 0 in the SM 30 visual element. This speech bubble can also be used as a separate visual element serving various functions which include:

A. Speech bubbles outline:

- As an outlining frame
- Containing the EC logo in a specific layout

B. Speech bubbles fill:

- As a call to action button
- On motion graphics, gifs, and videos with paragraph text, the speaker's name, or the title.

It is mandatory to maintain the shape of the speech bubble, particularly the curves created for the corners and the extruding point.

The position of the extruding point must always be on the left or right side of the speech bubble and can be either on top pointing up, or below pointing down.



THE BASE SHAPE FOR THE SPEECH BUBBLE COMES FROM THE 30TH ANNIVERSARY OF THE SINGLE MARKET PATTERN.

A. SPEECH BUBBLES STROKE WITH THE IMAGE



A. SPEECH BUBBLES STROKE WITH THE EC LOGO

LIVE STREAMING

REGISTER NOW

#SingleMarket30

B. SPEECH BUBBLES FOR MOTION MOTION GRAPHICS, GIFS OR VIDEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam sit

B SPEECH BUBBLES FOR CALL TO ACTION BUTTON

SPEECH BUBBLE (OPTIONAL)

SPEECH BUBBLE OUTLINE

Speech bubbles used as a frame for outlining images or for containing the EC logo need to be calculated as follows:

A. Speech bubbles outline weight is half the height of the flag (of EU emblem or EC logo) used in the layout.

EXCEPTION: In narrow formats (eg. banner for factsheet) you can use one quarter of height of the flag for the speech bubble outline.



SPEECH BUBBLE (OPTIONAL)

DO'S AND DON'TS

The speech bubble outline can be a flat colour or a gradient depending on the colour of the background.

It can be placed on all SM 30 colours or gradient backgrounds described in this style guide ([For more infos: page 41](#))

Follow the guidelines below for correct colour combinations:

SM 30 Gradient background -

use only a flat outline colour used in one of the gradient background colours. (A,B,C,D) excluding white

SM 30 Flat colour background -

use only gradient outline colour as defined below

SM 30 BLUE background + SM green - blue gradient (E)

SM 30 GREEN background + SM green - yellow gradient (F)

SM 30 YELLOW background + SM green - yellow gradient (G)

The same rule applies if using multiple bubbles on one composition.

(H) on gradient SM background do not apply gradient outline

(I) on SM one color background do not apply gradient outline

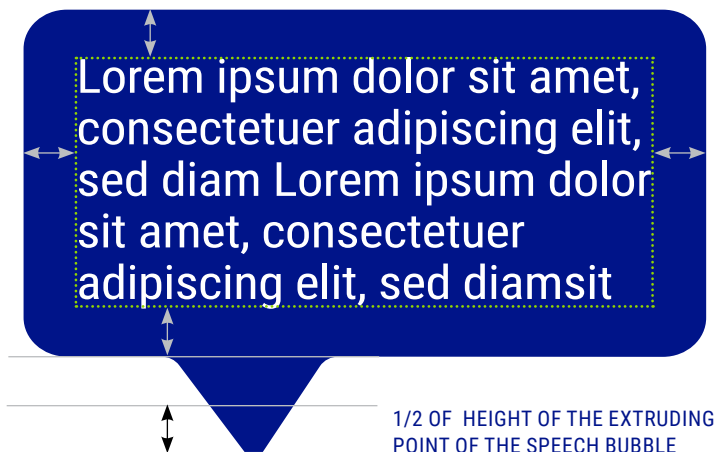
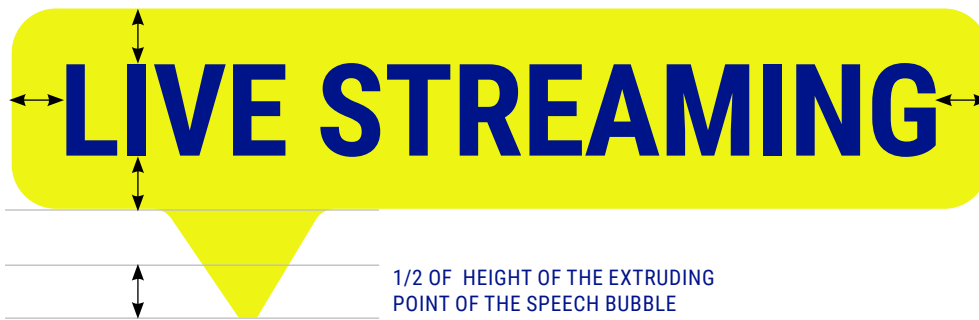


SPEECH BUBBLE (OPTIONAL)

SPEECH BUBBLE FILLED

Speech bubbles filled with text need to be measured according to the following:

B. The speech bubble margin, when filled with text, is half the height of the extruding point of the speech bubble used in the layout.



SPEECH BUBBLE (OPTIONAL)

DO'S AND DON'TS

Speech bubble colours filled with text can only be a single colour, never use gradients. It can be placed on all SM 30 colours or gradient backgrounds described in this style guide with the pattern SM 30 (50% white opacity and the blending mode: soft light). (For more infos: [page 41](#))

There are seven possible colour combinations with the background and speech bubble. (A,B,C,D,E,F,G)

Last two examples (H,I) are not permitted because of the lack of contrast between background and speech bubble colour.



IMAGERY (OPTIONAL)

IMAGERY (OPTIONAL)

DESCRIPTION

The image selection can vary depending on the theme of the material, however they must use people as a primary visual hero (exceptions indicating the city or passage can be made).

Image selection should ensure race and gender balance. Images should show the humanity and diversity of the EU and should show optimistic and conscious attitudes in natural places. The posture of models should be realistic, dynamic, avoiding “model posing” and typical stock photos.

Ensure all image selections have full copyright license (from the photographer and model if it doesn't come from form Adobe stock license of the European Commission) for re-use purposes.





IMAGERY (OPTIONAL)

DON'TS



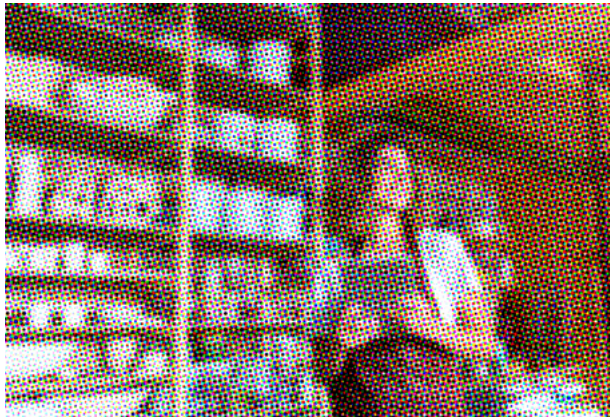
AVOID STUDIO IMAGES.



USE REALISTIC BACKGROUNDS THAT AREN'T ALTERED.



EMOTIONS HAVE TO BE NATURAL, NOT POSED.



DO NOT APPLY EFFECTS ON IMAGES



DO NOT APPLY COLOUR GRADING ON TOP OF IMAGES



DO NOT USE ILLUSTRATION, ONLY PHOTOS ARE ALLOWED

APPLICATIONS

INTRODUCTION



APPLICATIONS

DESCRIPTION

There are different fields of applications categorised as follows:

DIGITAL

Social media pages, including banners, posts, graphic motion materials, gifs, or videos.

PRINT

Documents and publications.

PROMOTIONAL MATERIAL

Roll-ups, gadgets, or large scale prints.

Examples and details are outlined in the following pages.

PRINT

PRINT

COVER EXAMPLES

EXCEPTION:

Placing the hashtag on the cover of reports is optional.



THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.

PRINT

FACTSHEET

For factsheets, presentations and any other documents that include infographics such as graphs or charts, the use 30 SM colour palette should always be maintained. ((For more infos: [page 41](#)).

For use of icons, a minimalist outline style should be used consistently in the following colours: SM 30 BLUE, SM 30 GREEN or black as shown in examples A,B,C.

An additional option for icons is to place a round cornered square behind the before mentioned icon style. It is important that these background squares maintain high contrasting colours or gradients to that of the icon placed above. Choose these from the SM 30 colour palette, as shown in examples D,E,F.

Please note: it is important to remain consistent in the use of icons and infographics (graphs, charts) throughout the whole factsheet, presentation, or document.



A



B



C



D

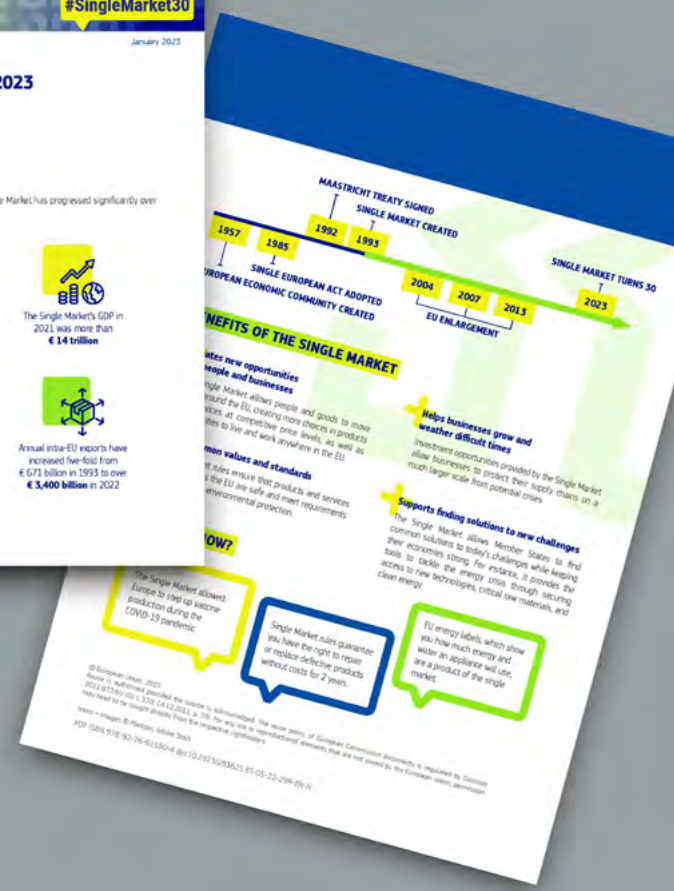


E



F

THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.





PRINT

ROLL-UP

EXCEPTION:

Placing the hashtag on the cover of reports is optional.



THE IMAGES ARE AN INSPIRATION MOCKUP,
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COMPOSITION AND COLOURS AS LONG AS SM
30 STYLE GUIDE RULES ARE FOLLOWED.



PRINT

STREET POSTER



THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.



PRINT

BILLBOARD

THE IMAGES ARE AN INSPIRATION MOCKUP,
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COMPOSITION, TEXT AND COLOURS AS
LONG AS SM 30 STYLE GUIDE RULES ARE
FOLLOWED.





PRINT

BADGE HOLDERS



THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.

PRINT

TOTE BAG

In the print materials like serigraphy technique, some exceptions can be made.

A. Serigraphy technique

Serigraphy depends on the budget. You can print full colours (CMYK) or one color (cheaper solution). In one colour print, it is allowed to use white or black colour on the elements and apply a raster effect to the pattern to show transparency.

Or print the EC logo or EU emblem only with bubble speech hashtags.

B. Thermal transfer - digital printing technique

Option for use for thermal transfer - digital printing. All for thermal and effects are possible.

A

B



THE IMAGES ARE AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.



PRINT

PINS

#SingleMarket30

#SingleMarket30

#SingleMarket30

PRINT

EXHIBITION STAND



THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.

DIGITAL

DIGITAL

BANNERS

In all the materials, the decision to use the EU emblem or the EC logo must be made first to follow the correct layout and composition.

Do not forget for documents issued and used within the Commission, we will integrate the visual identity of “the 30th anniversary of the Single Market” into the existing branding elements. Therefore, the use of the primary font EC Square Condensed Sans Pro is mandatory.

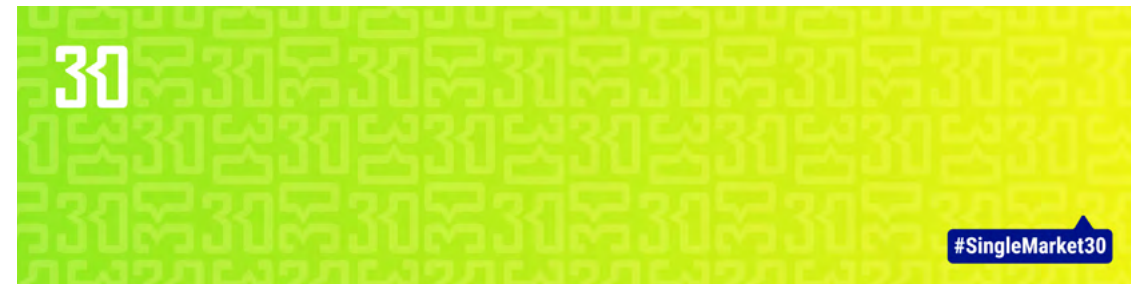
For layout, please follow previous chapter ([For more infos: page 62](#))

In the web materials, there are some exceptions to the rules for using the EU emblem and EC logo.

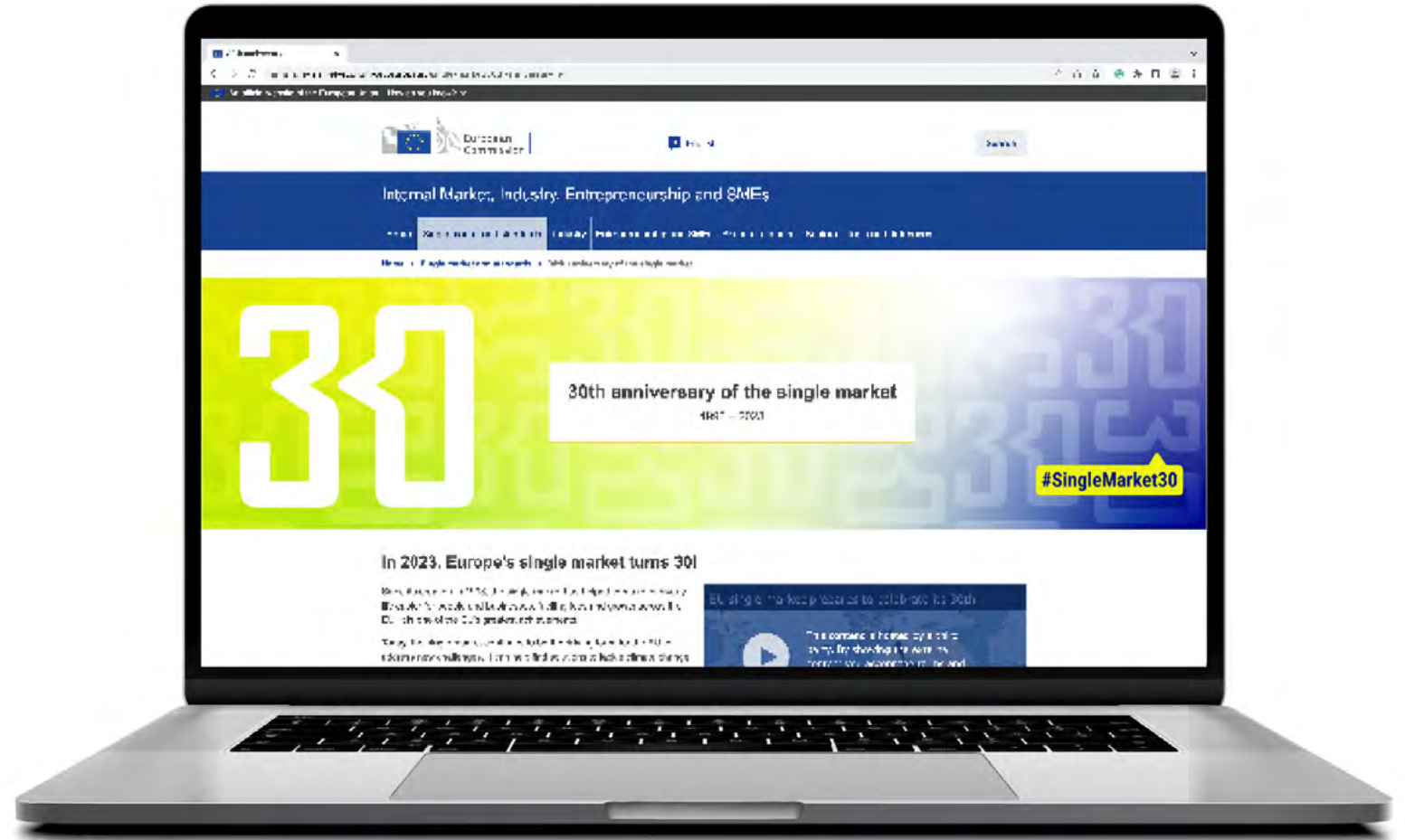
When creating banners for web pages belonging to the EC or other European institutions, placing the EC logo isn't necessary as it will already appear at the top of the web page.

However, calculate and apply the margins as if the logo would be there for the EC logo ([For more infos: page 23](#)) and with the EU emblem ([For more infos: page 87](#))

THE IMAGES ARE AN INSPIRATION MOCKUP,
THERE ARE OTHER POSSIBILITIES OF
COMPOSITION, TEXT AND COLOURS AS
LONG AS SM 30 STYLE GUIDE RULES ARE
FOLLOWED.



DIGITAL WEB PAGES

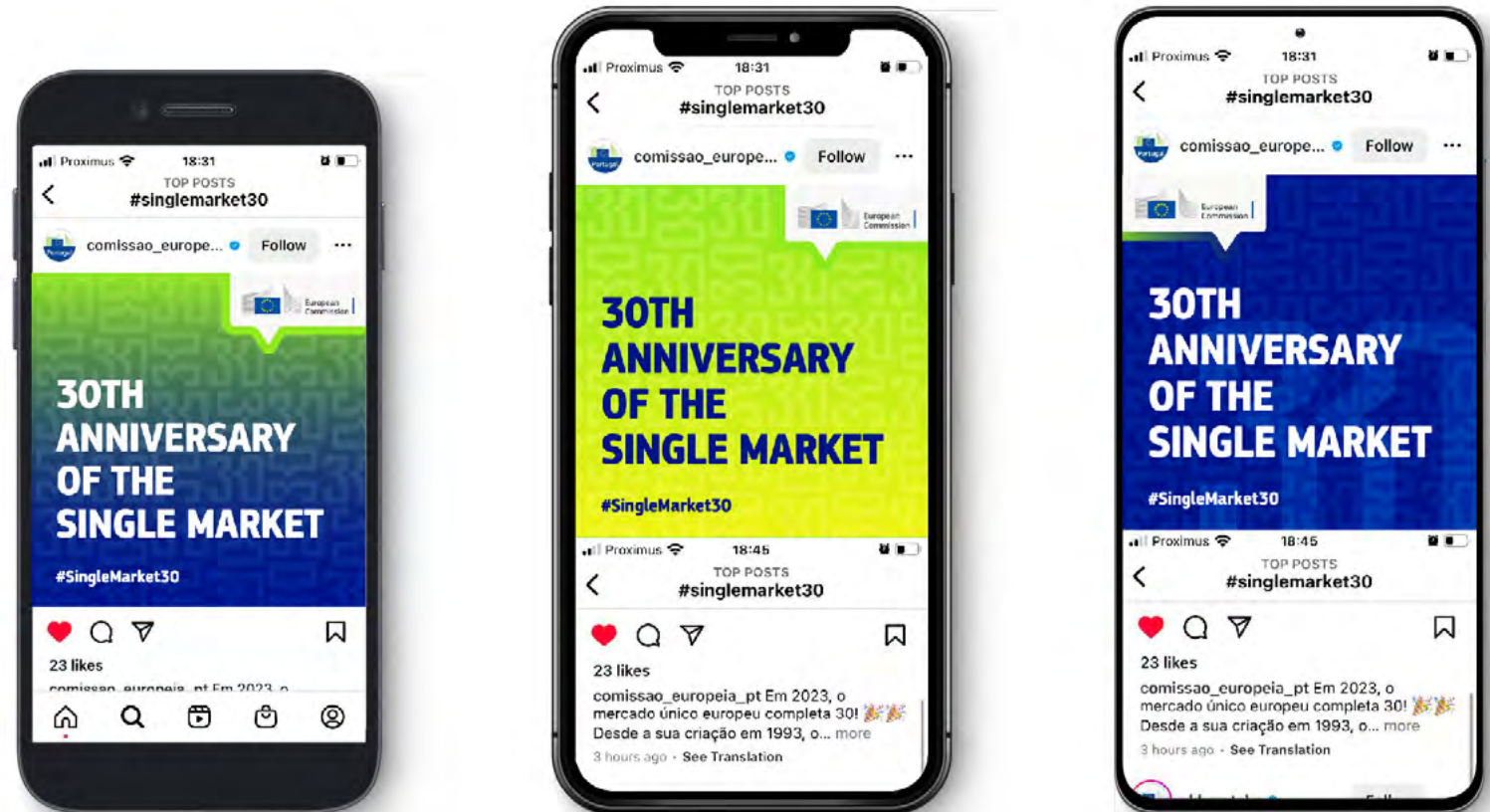


THE IMAGE IS AN INSPIRATION MOCKUP,
THERE ARE OTHER POSSIBILITIES OF
COMPOSITION, TEXT AND COLOURS AS
LONG AS SM 30 STYLE GUIDE RULES ARE
FOLLOWED.



DIGITAL

INSTAGRAM POST

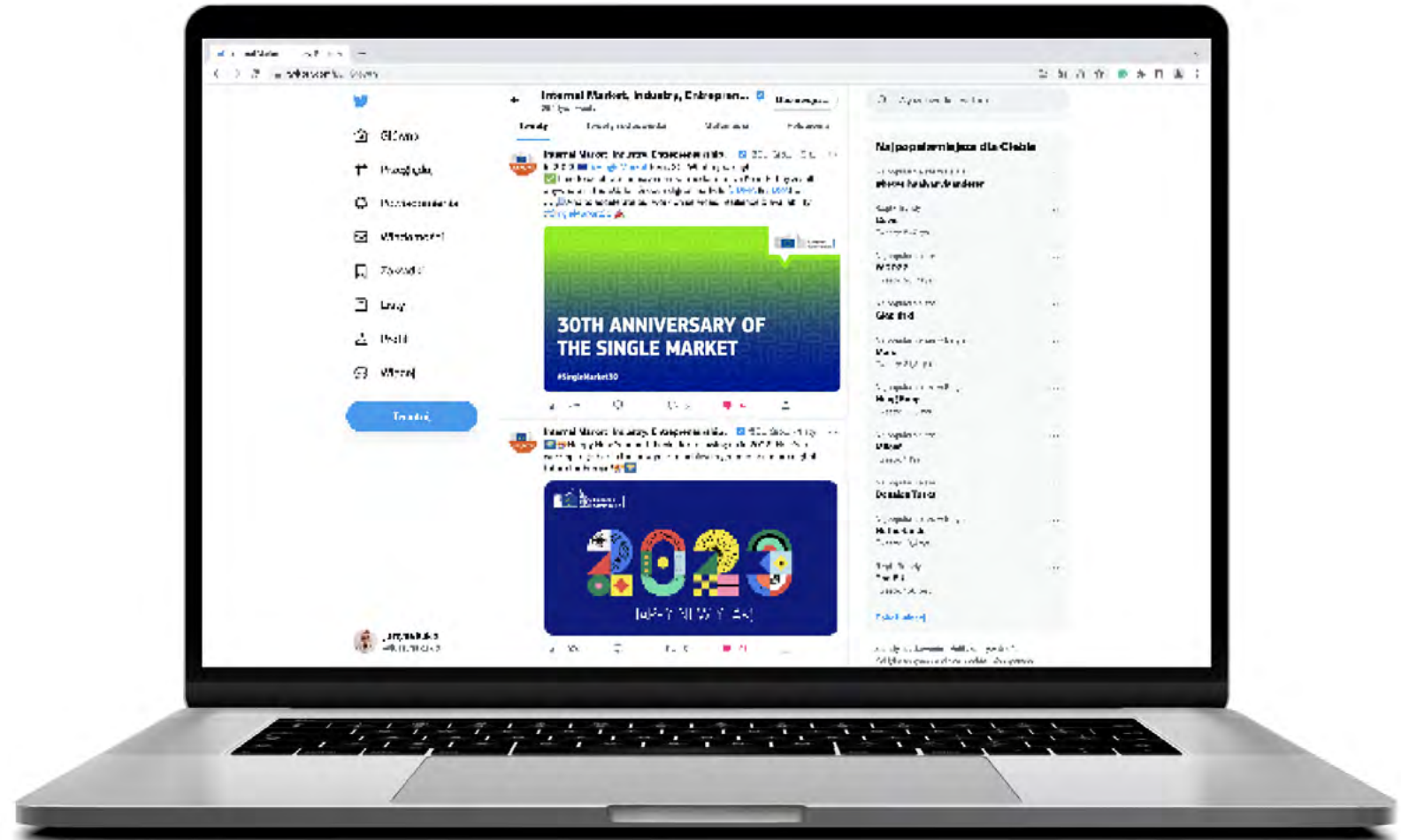


THE IMAGES ARE AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.



DIGITAL

TWITTER POST

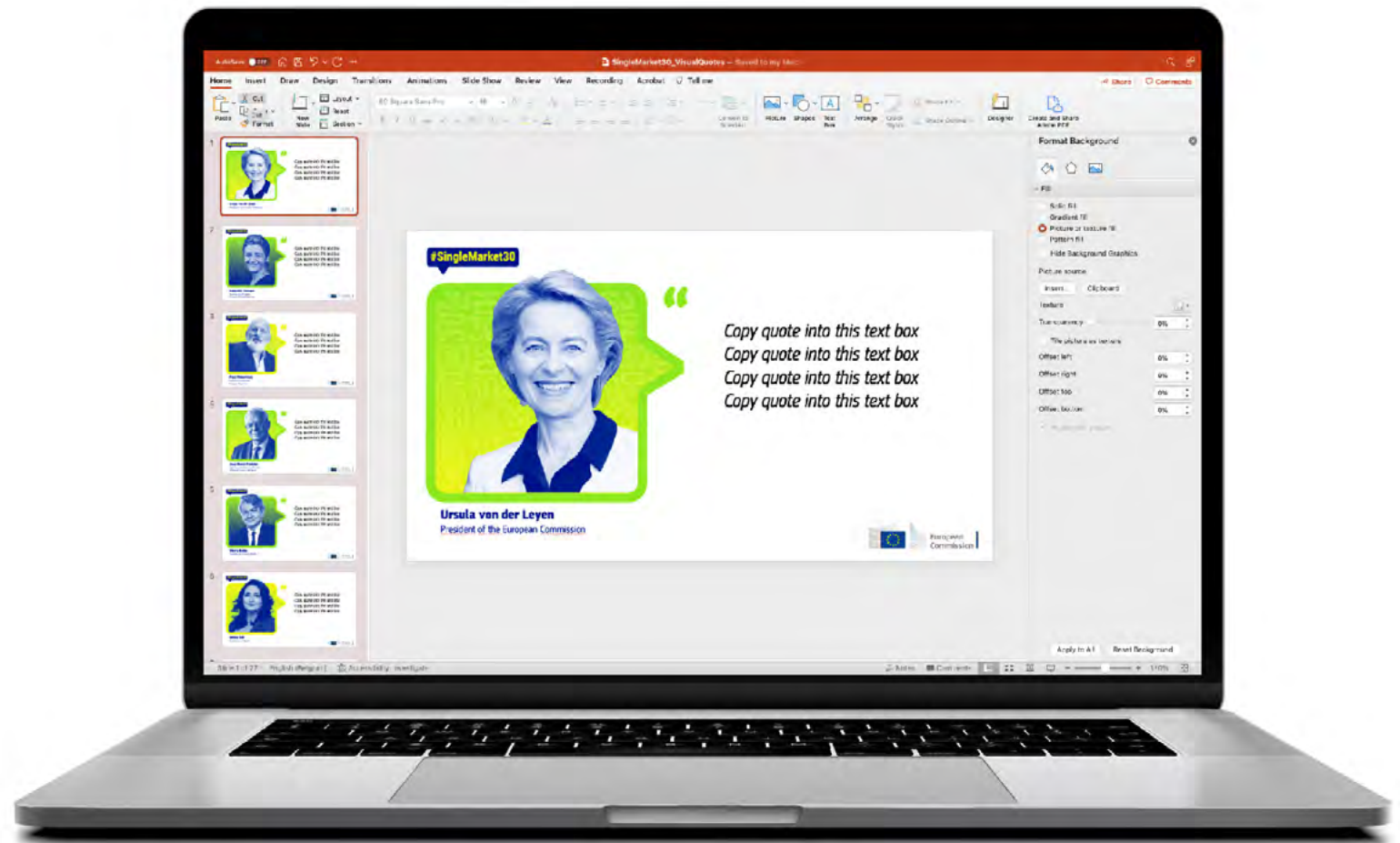


THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.

DIGITAL

TWITTER POST - PPT TEMPLATE FOR VISUAL QUOTES

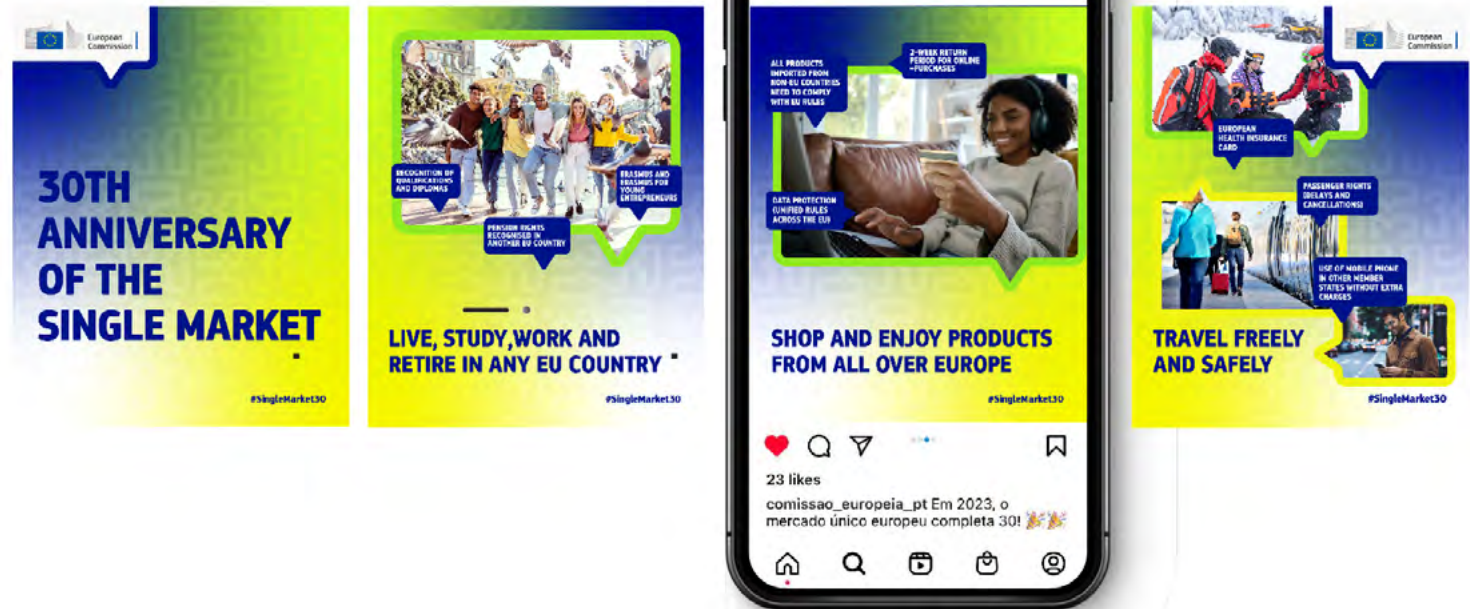
The SM 30 Powerpoint template for visual quotes can be found in the source files. It has been created to easily insert various quotes from all Commissioners. Each slide can be exported as JPG or PNG and is suitable to publish on Twitter.



DIGITAL

EXAMPLES POST

Example of the slideshow for Instagram 1080x1350px. The EC logo or the EU emblem must be placed at least on the first and the last slide. The text here is only a placeholder and shouldn't be never copy as an official line of communication.





DIGITAL

EXAMPLES POST



DIGITAL

MOTION DESIGN, VIDEO, GIF

All gifs, motion graphics, and videos should apply the style guide's rules. It is essential not to overuse visual elements.

It is mandatory that each element of the Visual Identity appear at least once in the video and that they all come together in one moment.

However, it is unnecessary to show them all at once in all sequences.

Background possibility

It is possible to use a flat background in the SM 30 color or gradient without a pattern.

Subtitles and names of the speaker

Use the speech bubble to present the speaker's name in the video. Paragraphs of the text can appear on flat colour or a colour background with a pattern or placed inside of the bubble speech.

The size of the speech bubble is flexible as long as the extruding point is not modified proportionally and is always on the left or right side of the bubble. In addition, speech bubbles can be turned 90 degrees clockwise.

Pattern animation

There is also the possibility of animating all 30 numbers in the SM 30 pattern by applying each color of SM 30. However, in the last frame, the design needs revert back to 50 opacity of white.

The pattern can also be animated by building designs from separate numbers.

There is a lot of room to play.

Please click to see the following examples created for the '30th Anniversary of the Single Market Academic Conference in Prague'.



DIGITAL

GIFS EXAMPLES

For more promo materials please see the following:

https://single-market-economy.ec.europa.eu/single-market/30th-anniversary_en#promotional-materials

Click on the images below to see various gif examples that have already been created:

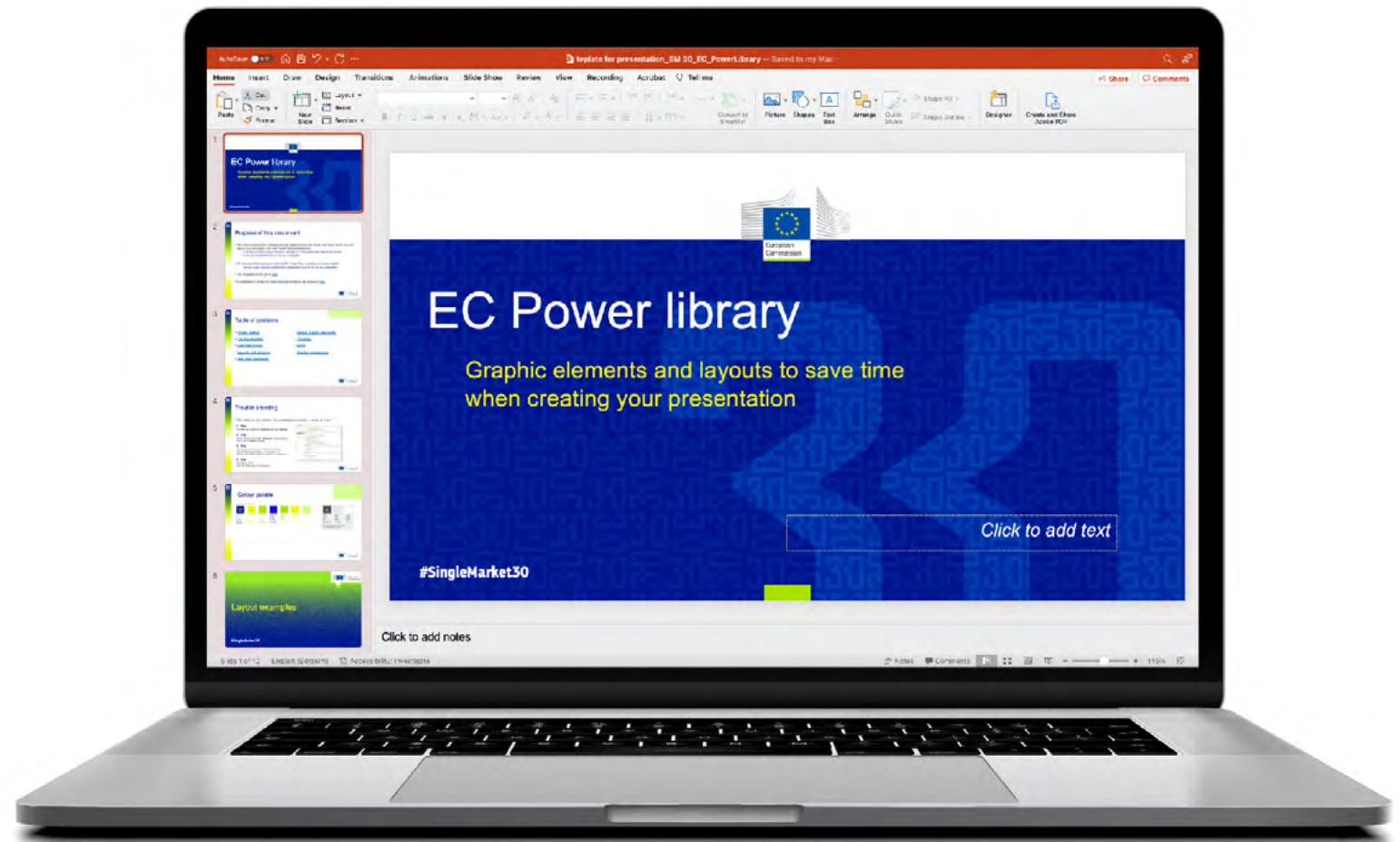


DIGITAL

POWERPOINT PRESENTATIONS WITH THE EC LOGO

The SM 30 Powerpoint presentation template is based on the official EC Powerpoint template and has been created to include various cover and content pages to choose from.

Please note: The system font to use for this presentation is Arial. It is also important to maintain consistent font sizing for headings, sub-headings and content throughout the entire presentation as provided.



APPENDIX



APPENDIX

All materials related to these visual guidelines as examples, templates can be found within the links folder of the package of these guidelines.

References:

European Commission Visual identity manual. https://commission.europa.eu/resources-partners/european-commission-visual-identity_en

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